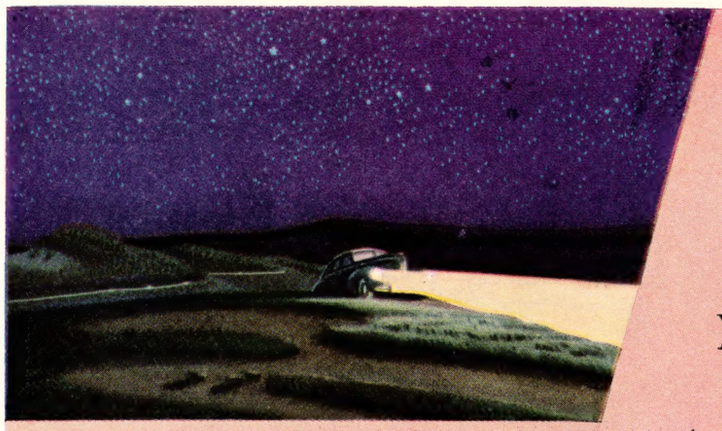
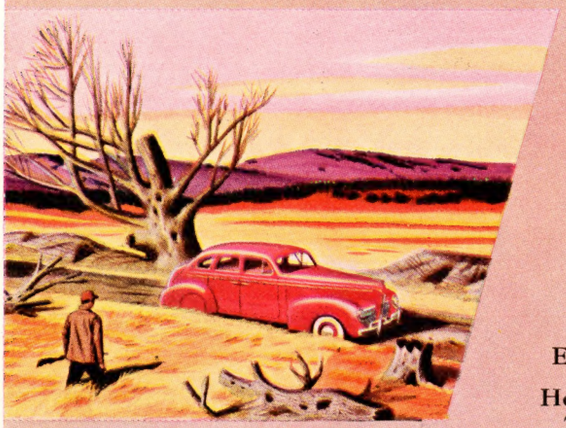


CRUISE IN QUIET . . . in perfect, relaxed comfort. Nash alone combines Super Shock-absorbers with Individual Front Wheel Springing to quietly smooth the roughest road. New glareless Sealed Beam lights are 50% more powerful.



NO MORE WINTER. Nash's exclusive Weather Eye keeps "balanced" conditioned air comfort always in the car. Automatically guards against weather changes.

You Won't be Home Tonight

YOU'LL see it pass like a ship in the night . . . a silent blur . . . a silver phantom.

And you'll know by the sudden thump in your pulse—you've seen your first 1940 Nash!

You won't wait long.

But when you take the pilot's seat, hold on tight! At throttle touch, the country outside becomes a crazy-quilt. Then a Fourth Speed Forward seems to shoot you forward on the giant shoulder of a wave.

When a car looms up ahead, just *nudge* the throttle, and you'll *sprint* by in Nash's dazzling new Automatic Overtake.

Exciting? Yes—but *wait*.

Head for a road that's full of bumps. Then watch the hood ahead. See if you can make it bobble—try to feel a rise in the seat.

With a baby's grip on the wheel, you can feather around sharp curves, walk an arrow-straight line on loose gravel.

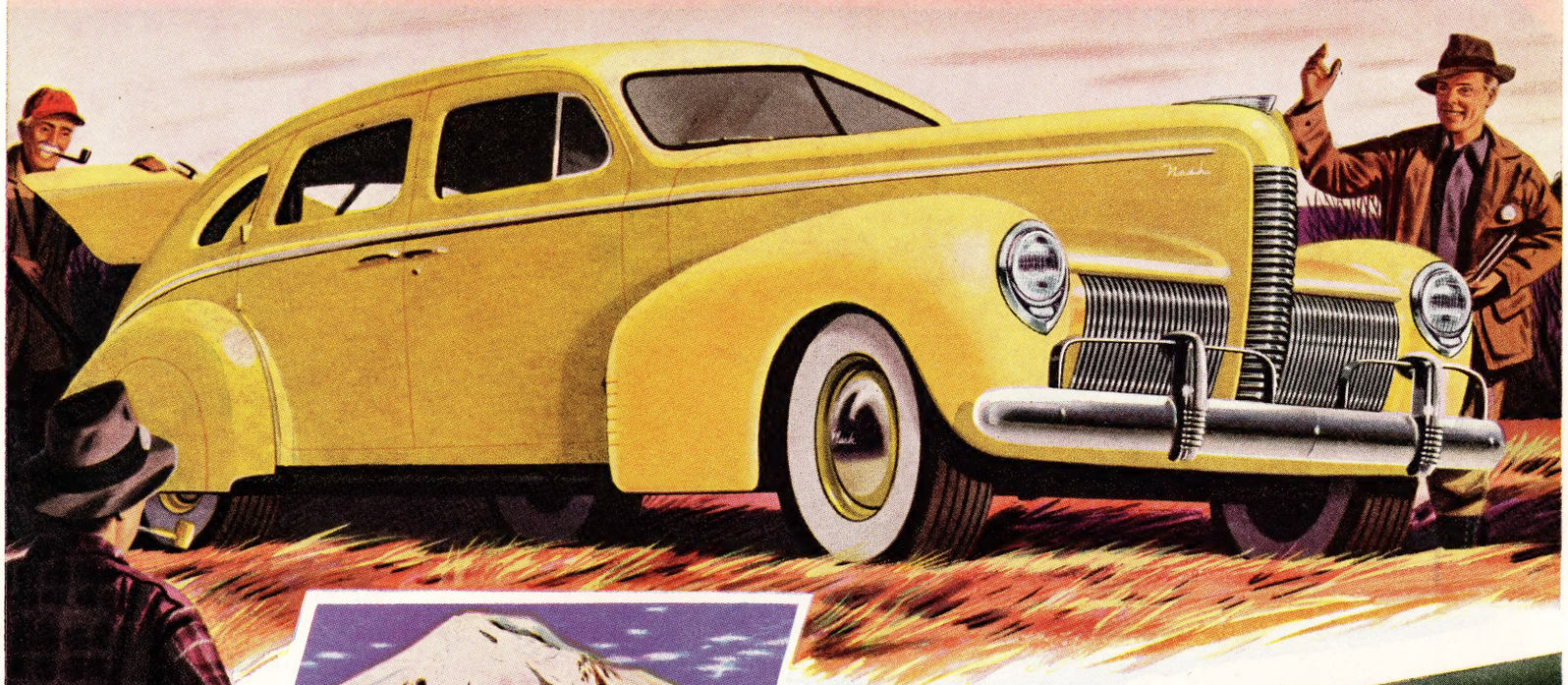
Outside, a frosty wind is howling—but you don't feel it. Nor will you ever know cold, dust, or stuffy air again—thanks to the Weather Eye.

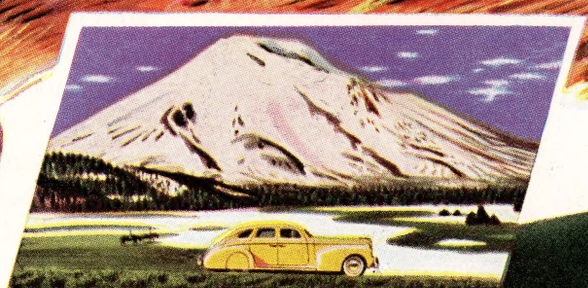
You're having fun—so why go home? When it's dark, just turn into your Nash convertible bed. As a thousand stars wheel overhead, you'll forget about business and politics, in learning what living on wheels can be like!

• • •

Five minutes of an Arrow-Flight Ride is more fun than a lifetime in ordinary cars . . . yet big as it is, the 1940 Nash is priced with the lowest, and its engine is also a Gilmore-Yosemite Economy winner.

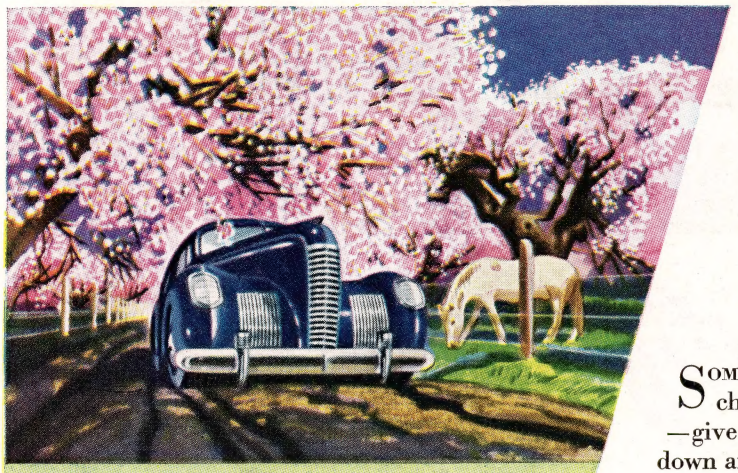
Give your Nash dealer those exciting five minutes . . . today!



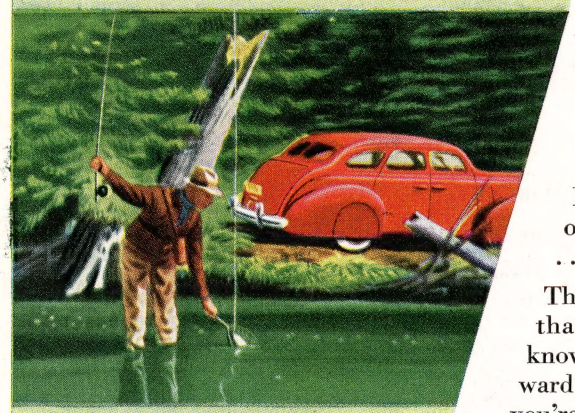


EVEN LOWEST-PRICED models flash you from 15 to 50 MPH in less than 13 seconds, high gear. Fourth Speed Forward saves up to 20% on gasoline. 1800 dealers offer nation-wide service.

Again... IT'S THAT NEW **NASH**



WHERE ARE THE BUMPS? New rear shock absorbers (40% longer) . . . mounted a different way . . . iron out winter-rutted roads to glass-like smoothness. Sand-mortex soundproofing stops usual noises.



BE FISHING FIRST! New Nash is a "cabin-on-wheels". In back, a big convertible double bed is ready in five minutes for out-of-door life.

THE *Hounds of Spring* ARE AT YOUR HEELS

SOME DAY THIS WEEK when there's a challenge in the earth and the sky —give the best girl a ring, and come down and borrow a new Nash.

Here's a car that knows what it's all about . . . why colts kick their heels in the spring . . . why little boys run away from home . . . why trout rods are being revarnished.

Here's a car that has the instinct of a homing pigeon for those beautiful hidden roads that need a Nash to navigate.

Just look at it—begging to be let loose! But be careful. For there's a new kind of power packed beneath that bonnet . . . and it's terrific!

There's a gear-shift on your wheel* that's faster than any you've ever known . . . and a Fourth Speed Forward* that's fleet and soft as the wind you're racing.

With all this wide vision, you might be in the cock-pit of a glider. And there's the same feeling . . . of being divorced from the road. No wailing of wind or rumble from below break the spell of this glorious day.

Such moments *can* last forever! For even if spring is a fleeting thing, *from this day on*, you'll know no more cold, chilly drafts, or dust—thanks to the automatic Nash "Weather Eye"*.

It's always spring in a Nash!

• • •

Yes, a Nash is as catching as measles, and twice as hard to quarantine.

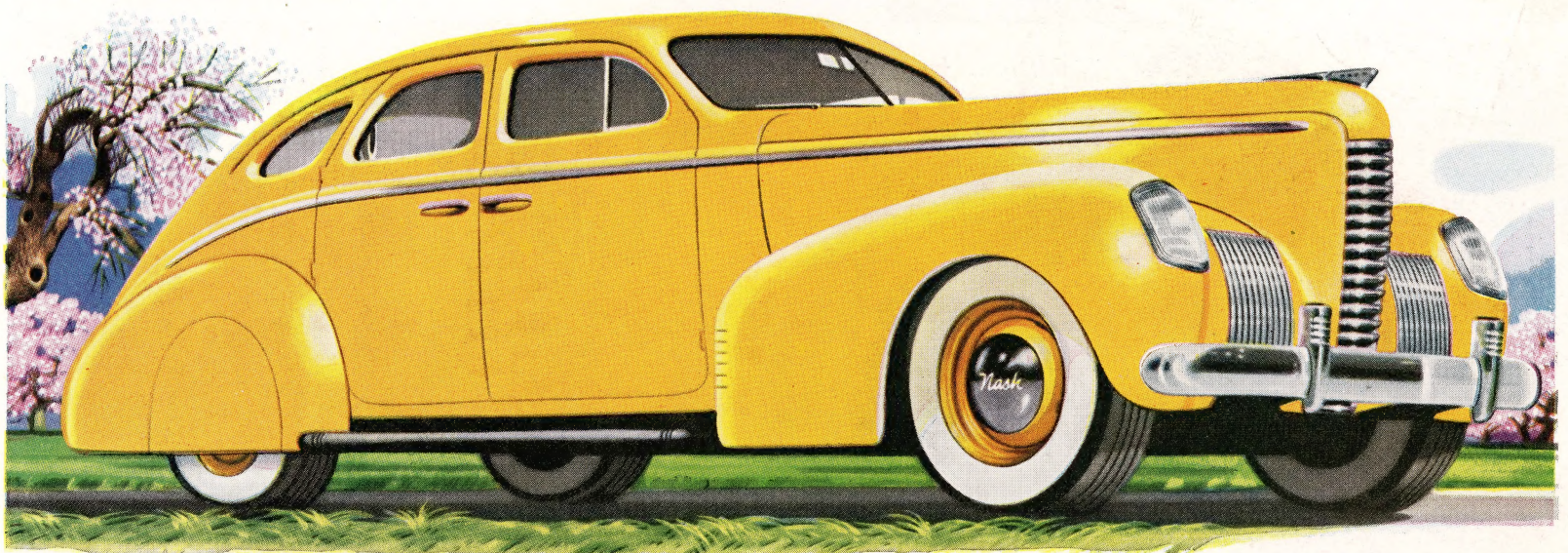
The driver's seat of a Nash is very easy to get into, but, somehow awfully hard to get out of!

But, that's all right, because—

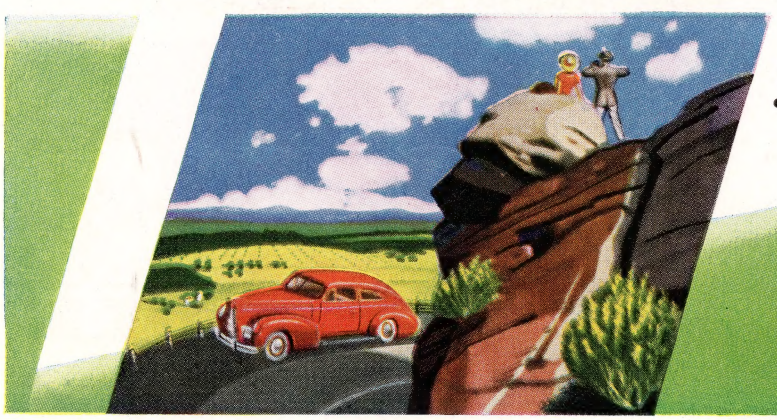
Ten models are priced right next to the lowest . . . and the facts about Nash value are amazing! Wait 'til you see the X-Ray System at your Nash dealer's.

Four Series of Great Cars, 22 Models . . . 10 Priced next to the lowest . . . Delivered at Factory, as low as $770. Standard Equipment and Federal Taxes Included. $770

(**Optional Equipment—Slight Extra Charge*)



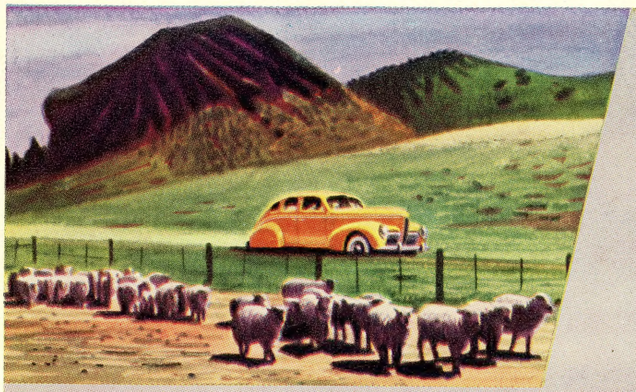
The 4-Door Sedan, 117" wheelbase, is $840 delivered at factory, with standard equipment and federal taxes included. (White sidewall tires and rear wheel-shields optional at extra cost.) 1800 dealers from Maine to California to serve you. NASH MOTORS DIVISION, Nash-Kelvinator Corporation, Detroit, Michigan.



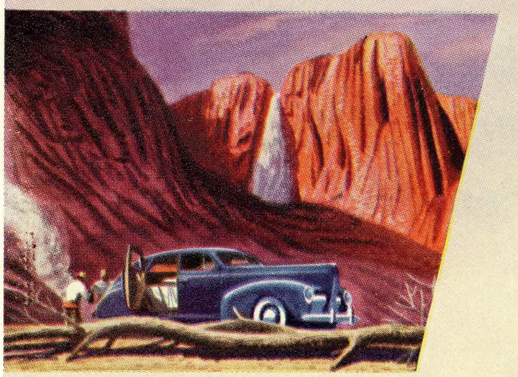
LEAVE THE OTHERS behind . . . new Nash "pick-up" of 15 to 50 MPH, in 13 seconds, high gear. New economy 10% better than last year.

It's that New NASH

THE CAR EVERYBODY LIKES



IT'S A SMALL WORLD for Nash's 99 H.P. Manifold-Sealed Engine. On the flat, it flashes you from 15 to 50 MPH in 12.9 seconds, *high* gear. Exciting New Fourth Speed Forward saves up to 20% on gas—has Automatic Overtake for quick passing pickup. More than 2000 Nash dealers, coast to coast. See yours today.



IT'S ALL VELVET wherever you go thanks to Nash's Arrow-Flight ride, *double* frame chassis. At night you're safe and snug in your Convertible Bed. Make today the day you drive a new Nash.

The One You've Always Wanted

IT WILL BE one of those things you try to tell about and suddenly lack words to express—this day *you* drive a Nash.

It all begins when you first catch sight of its long, speed-sculptured lines. The instrument panel, you observe, looks as if it means business. You're startled to learn there's even a Convertible Bed in the back.

But, on the whole, you are rather calm—then, things begin to happen!

At throttle touch, an engine you can hardly hear whirls you ahead. The first gear feels like the usual second . . . the second like third. And the third gear—like nothing you've ever known!

Suddenly there's a click, the engine seems to rest—but, strangely enough you're going faster. This is Nash's Fourth Speed Forward—swift as a swallow, smooth as the feathered glide of a hawk.

A hill ahead!—at throttle touch, the Automatic Overtake releases *all* the fury of Nash Manifold-Sealed power.

Around a turn, dust hangs over the road. A detour! But as you watch, ruts and bumps rush up—then flatten out beneath your Arrow-Flight springing. And the air you breathe stays fresh and clean, thanks to the automatic Weather Eye.

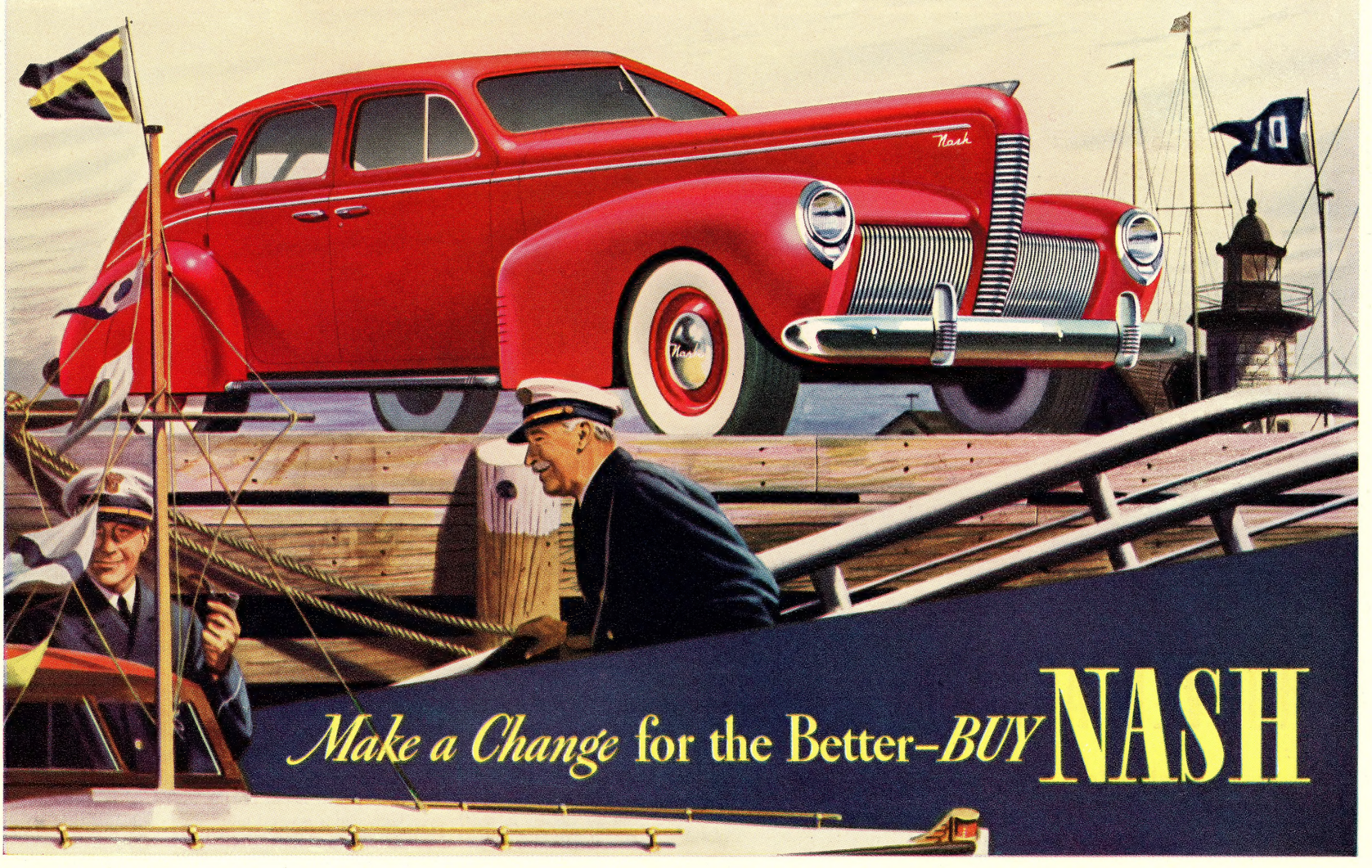
The last car dwindles behind, and you're alone at last. As trees merge into two walls of speeding green—you know in your heart that *this* is the one you've always wanted.

• • •

Like all fine things, a Nash is built to last far beyond the service you expect. A 7-bearing crankshaft, a double-framed chassis—are not usually found in other cars . . . and never at Nash's price.

Big as it is, this Nash beat all others in its class in the 1940 Gilmore-Yosemite Economy Run (23.76 miles a gallon)—so the extra fun costs you nothing.

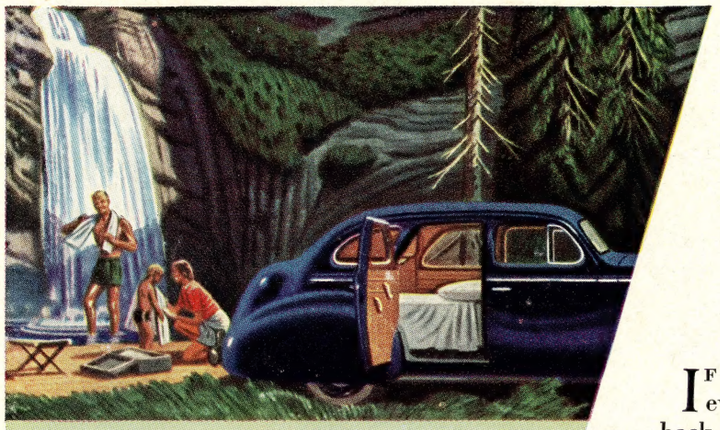
The privilege of driving a Nash is yours to have, ours to offer—any time you 'phone. Why not call up today?



Make a Change for the Better–*BUY* NASH

IT'LL LEAD YOU ASTRAY

—and You'll like it!



CAMP ANYWHERE! No "hunting up" places to sleep. The roomy rear turns into a full-size, soft double bed in five minutes . . . saves $25 to $100 a year for tourists, salesmen, etc. (See your Nash dealers' Auto X-Ray.)

"WILD-WEST" or smooth concrete—it's all the same to a Nash. Even lowest priced models flash from 15 to 50 MPH in 13 seconds, in *high* gear.

IF YOU'RE RESIGNED to a dull and uneventful life, and a summer on the back-porch swing—better stay away from a Nash.

For here's a car that's not content with just taxiing you to the office and fetching the groceries from town.

It demands a better fate: and so will you.

Look at its clean, wind-swept lines, and you'll feel it. This Nash is eager to spirit you away to those unspoiled secret places of the world, where lesser cars can't go.

A Nash will take you there—and never let road dust, rain drops, or chilly drafts touch you. For a little "Weather Eye"* dial watches over you.

There's a new kind of engine up in front that has a pick-up to match any scared jack-rabbit you meet.

There's a *special* gear—a Fourth Speed Forward*—that lets you breeze by the other cars, and saves up to 20% on gas.

Around and under you are soundproofing and shock-absorbing features used by no other manufacturer . . . so that an extra hundred miles won't jade you.

And there's even a Convertible Bed! You can sleep where you like!

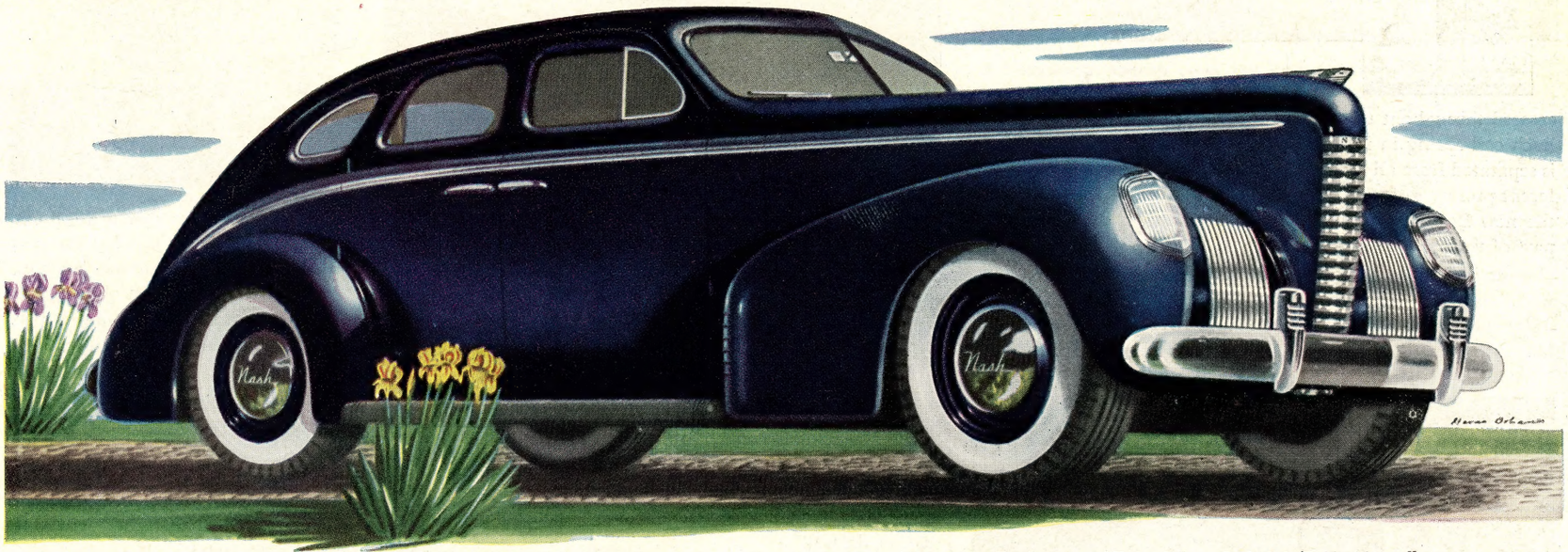
We made the windshield wider . . . the gearshift quicker . . . the wheel spin easier . . . the brakes stop faster.

For you're going to drive a Nash like you never drove a car before! And don't worry—it can take it! Built the Nash way . . . for years of better service.

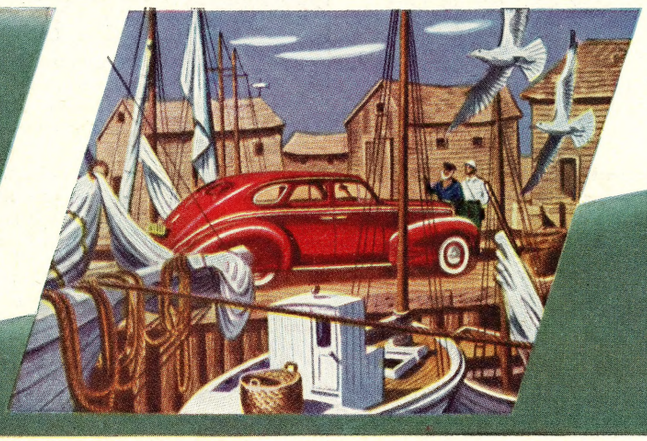
But *why* waste time reading this ad, when the real thing is down on the corner? Ten models are now priced next to the lowest. How about going for a ride today?

Four Series of Great Cars, 22 Models . . . 10 Priced Next to the Lowest . . . delivered at Factory . . . as Low as $770, Standard Equipment and Federal Taxes Included **$770**

(**Optional Equipment—Slight Extra Cost*)



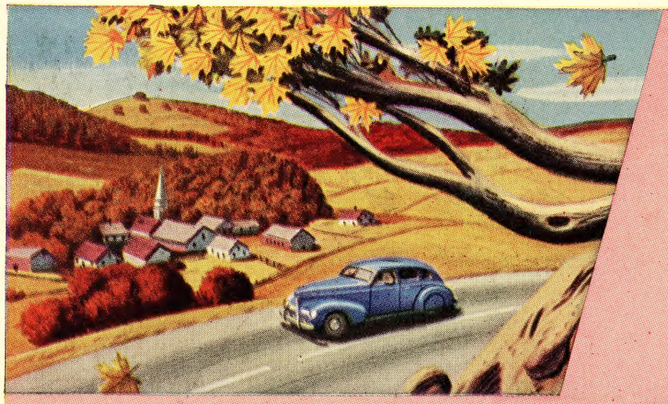
Make a change for the better! This 4-Door Sedan, 117-inch Wheelbase, is $840 delivered at Factory, with Standard Equipment and Federal Taxes Included. (White Sidewall Tires are Optional at Extra Cost.) 1800 Dealers from Maine to California to serve you. NASH MOTORS DIVISION, *Nash-Kelvinator Corporation, Detroit, Michigan.*



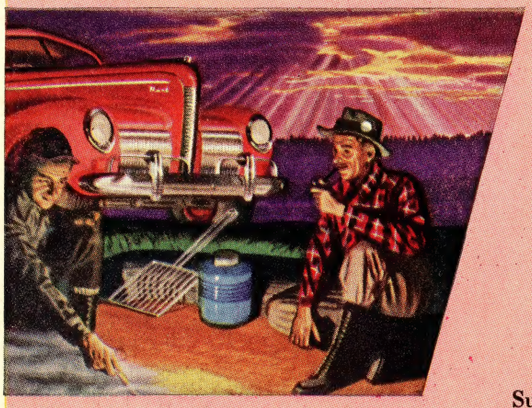
LOOK AHEAD—for there's higher resale value in every Nash feature . . . from its modern slip-stream styling to its amazing new "Weather Eye."

It's that New NASH

THE CAR EVERYBODY LIKES



WORLD'S ONLY CAR with Weather Eye Conditioned Air System revolutionizes winter driving. Completely Automatic! Tune in the comfort you want; get unchanging June-like warmth. Perfect fresh air—dustless, draftless!



EXCLUSIVE NASH ENGINE not only gives you 15 to 50 MPH pick-up in *less than* 13 seconds, *high* gear . . . it's also a Gilmore-Yosemite economy winner, with a record of 21.25 miles to the gallon.

Today . . . *Adventure* Rides The Road Again

IF YOU ONCE sailed the Seven Seas with Long John Silver . . . if you've been left with restless feet and a thirst for excitement—you'll be down today to watch the 1940 Nash come in.

You'll see a flash of silver . . . lines as rakish as a clipper ship's. Something tells you—you're going on a new adventure. Your first Arrow-Flight Ride!

You fit into a seat that's soft as a cloud. You aim that flashing prow at a point on the far horizon. Three silent flicks of a finger, and you're away like a demon possessed.

There's a faint click, and your engine seems to sleep, yet the road races by in a faster tempo. It's that Fourth Speed Forward—but wait . . . there's a new thrill in the throttle.

Just "gun" it, and you pass that car ahead in a terrific sprinting speed! It's Nash's new automatic Overtake.

Suddenly a pot-holed road is upon you. Desperately, you grab the wheel—but—nothing happens. No tugging—no bobble—no sway. Even on slippery gravel, guided with a finger, your Nash speeds to its mark, true as an arrow, silent as a ghost. The whistle of wind—the sting of tires, even the roar of the engine—are gone.

Five miles of an Arrow-Flight Ride, and—chances are—you'll want to keep right on going. And why not?

You have a convertible bed to sleep in . . . and new Weather Eye magic, for fair sailing in even a Labrador blizzard . . . new Sealed Beam lights to turn night into glareless day . . . and luxury of appointments no car ever offered before!

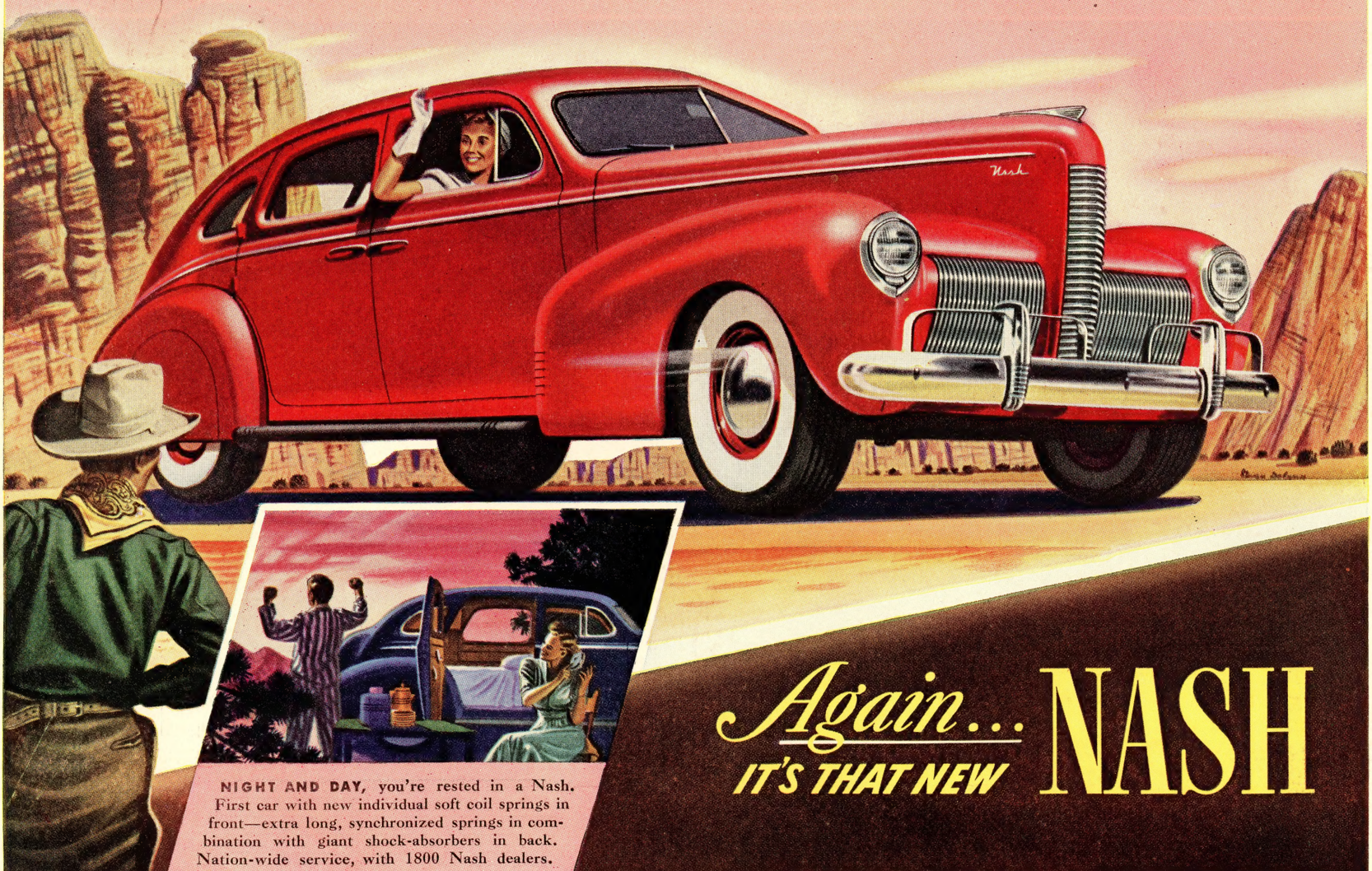
And if you follow Adventure to the ends of the earth, your Nash will *still* bring you back! It's built that way.

• • •

There is no claim made for the 1940 Nash that you won't prove with your own eyes and ears and hands.

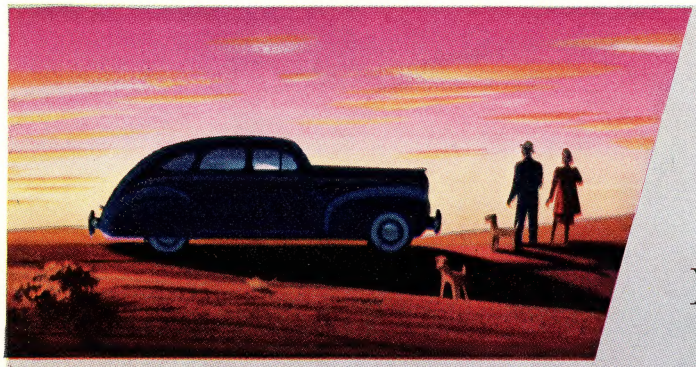
But—we warn you—you'll come back saying, "I'm through with humdrum driving. I'm going to trade my old car for a 1940 Nash, and start having fun!"

(And that's easy—with prices amazingly near the lowest; and high trade-in value.)



NIGHT AND DAY, you're rested in a Nash. First car with new individual soft coil springs in front—extra long, synchronized springs in combination with giant shock-absorbers in back. Nation-wide service, with 1800 Nash dealers.

Again . . . IT'S THAT NEW **NASH**



FROM SEALED BEAM lights to tapering back, the new Nash is so perfectly streamlined, it literally bores a hole through the air. Even lowest-priced models flash from 15 to 50 MPH in less than 13 seconds flat, high gear.

FRESH AIR without rain, without cold! New Weather Eye magic brings in more June-fresh air — automatically foils changing weather. No stuffy air, dust, drafts, or bugs bother you at any time.

This is the Life *and it's yours!*

YOU CAN TELL by the long, flashing lines of it . . . by the way it bursts ahead of traffic . . . *this 1940 Nash does something to you!*

Thank your stars — *that* isn't figured in the price—or a Nash would cost you a cool million.

You can't even sit in it without your chin going up . . . and a trip's as gay as a midnight sailing to Havana!

First, you take off coats, hats, gloves—for the Nash Weather Eye has more wizardry than ever to change winter into May.

You take the wheel (or it takes *you* —for it seems to read your mind), and home fades far behind.

Don't expect your Nash to keep its dignity on the highway.

For there's a new thrill in the throttle . . . a brand-new *Fourth* Speed Forward that gives you not only a floating, gliding speed, but also terrific passing power with an Automatic Overtake!

Take a short-cut? Sure *this* is the car with that Arrow-Flight ride! On slippery gravel—or straight across a cow-pasture—you can steer with a finger, and hardly know bumps exist beneath your dancing wheels!

So you breathe in deep the fresh, clean air that other drivers don't get—chat and sing in the silence others never know—watch the crazy-quilt of Autumn other eyes are too busy to see.

Then you'll know why some of these new Nash owners have not yet turned back home—why that convertible bed in back is necessary.

• • •

No fooling — it *gets* you! Makes any other car pretty dull business.

After all, you're only going to live about another 90 years. So see your dealer, and start having your fun in a long-life Nash!

OVERNIGHT TRIPS are *easy* with your convertible bed. Cost *less* with the engine that won in the Gilmore-Yosemite Run (21.25 miles per gallon). Over 1800 dealers to serve you.

Again... NASH

IT'S THAT NEW

Nash Shows You How Big a Low-Price Car can Be!

Go Nash and Get this —

- ★ 25 to 30 Miles per Gallon of Gasoline!
- ★ Roomier than 1940 Cars Costing up to $200 More!
- ★ Flashing Pickup of New "Flying Scot" Engine!
- ★ A Coil Spring Ride on *All Four Wheels!*
- ★ New "Unitized" Steel Body—Safer, Quieter!
- ★ Improved Weather Eye Conditioned Air System . . . and Convertible Bed!
- ★ Overall Economy Saves You $70 to $100 a Year!

A DREAM on a drawing board has come to life. The low-price car they said you'd someday see!

An entirely *new* kind of car—the 1941 Nash. You must see it to believe it! Drive it to know!

Here at last is a magnificent *big* car that can give you 25 to 30 miles to the gallon—under favorable driving conditions. And even 32 miles per gallon with Nash's Fourth Speed Forward!

Get ready for the silkiest six-cylinder performance you ever felt. Its new "Flying Scot" Engine gives you "jack-rabbit" pickup—from 15 to 50 in 12 seconds, high gear.

Out on the road you'll discover no other low-price car ever rode or drove like this—was ever so quiet, so smooth.

Nash is first in the lowest-price field with soft coil springs on *all four wheels.*

You whisk around curves . . . thread through traffic . . . turn tight corners with an ease that will amaze you. Another first for Nash—Two-way Ball-bearing Steering!

And you ride in a new kind of car body, "unitized" with the frame—safer, *stronger*, roomier. 194 inches of sparkling, streamlined, two-toned beauty! Seats are broader, windows deeper, doors wider. There's *more* actual "interior" than many old-type cars costing $200 more. From road to roof, it's built with all of Nash's quality workmanship, precision engineering, luxury fittings. And with it all, you save from $70 to $100 a year on gas, oil, driving expenses.

With a miraculous new, improved Weather Eye Conditioned Air System . . . and a Convertible Bed — it's *everything* you ever wanted in an automobile!

From 500 to 600 Miles between Tankfuls!

Go to your Nash dealer's today—and see what it's like to have your dream of a car come true.

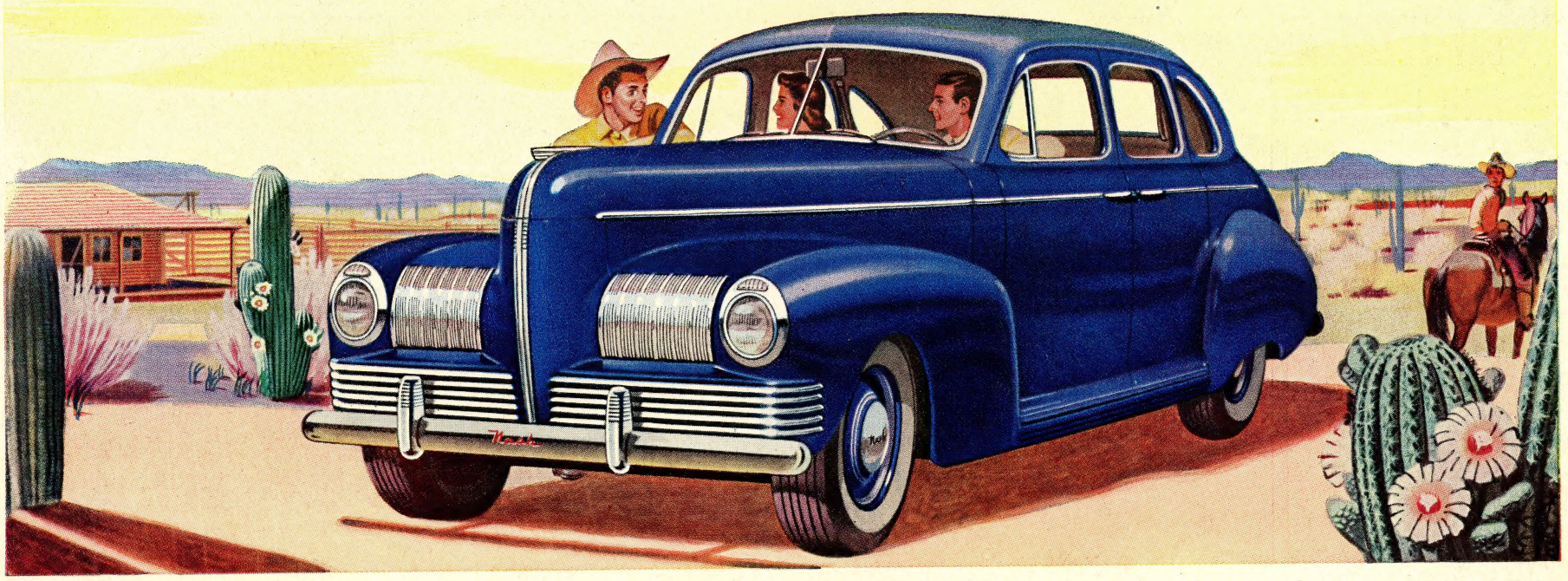
3 SERIES . . . 15 BEAUTIFUL MODELS . . . ALL AT NEW LOWER PRICES!

The Nash Ambassador "600" . . . America's new low-price car. 6-cylinder Manifold-Sealed Engine. 194 inches over all. Six models.

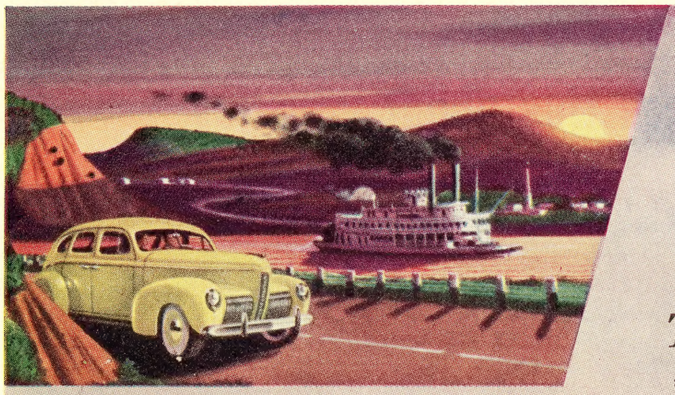
The Aeropowered Nash Ambassador Six—105 HP . . . 6-cylinder Twin Ignition Valve-in-Head Engine. 201 inches over all. Five models.

The Aeropowered Nash Ambassador Eight—115 HP . . . 8-cylinder Twin Ignition Valve-in-Head Engine. 201 inches over all. Four models.

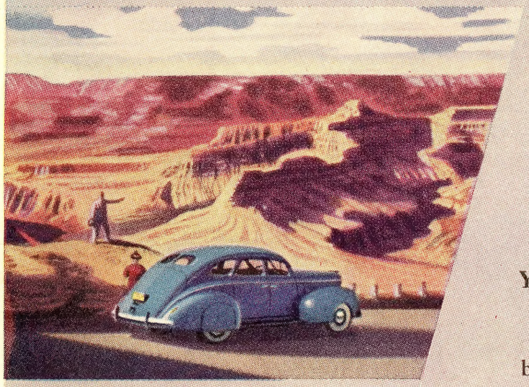
Go NASH and Save Money Every Mile



Night Flight



TOPS in performance *and* economy! Exclusive Nash engine gives you pick-up of 15 to 50 MPH in less than 13 seconds high gear; and also was a class-winner in the Gilmore-Yosemite Run (21.25 miles to the gallon)



BADLAND ROADS are smooth as silk with the bump-swallowing combination of soft, individual coil springs in front, and super shock absorbers, springs, in back. Only Nash has the Arrow-Flight Ride.

THERE'S MAGIC in the air tonight. Fleecy clouds sail high above . . . and you're flying down a road that's a ribbon of moonlight.

Keen and crisp is the whistling wind. But inside your Nash you're sitting snug and coatless, in the never-changing June of the "Weather Eye".

Far into the satiny night your Sealed Beam lights cut a great arc of glareless day. Yawning bumps cast long shadows ahead—but, as you watch, the line of your lights never wavers on the line of tree-trunks, so level is the Arrow-Flight ride.

You sit there . . . fascinated by the ease you take turns, curves, hills, without slewing or slacking . . . your hands barely touching the wheel.

And as you ghost through sleeping town after town, in the soft, soundless stride of the Fourth Speed Forward, only the speedometer shares your secret.

Then suddenly ahead, a tail-light blinks. But a gentle nudge of your toe, and the new Nash Automatic Overtake zooms you by in a terrific burst of sprinting power.

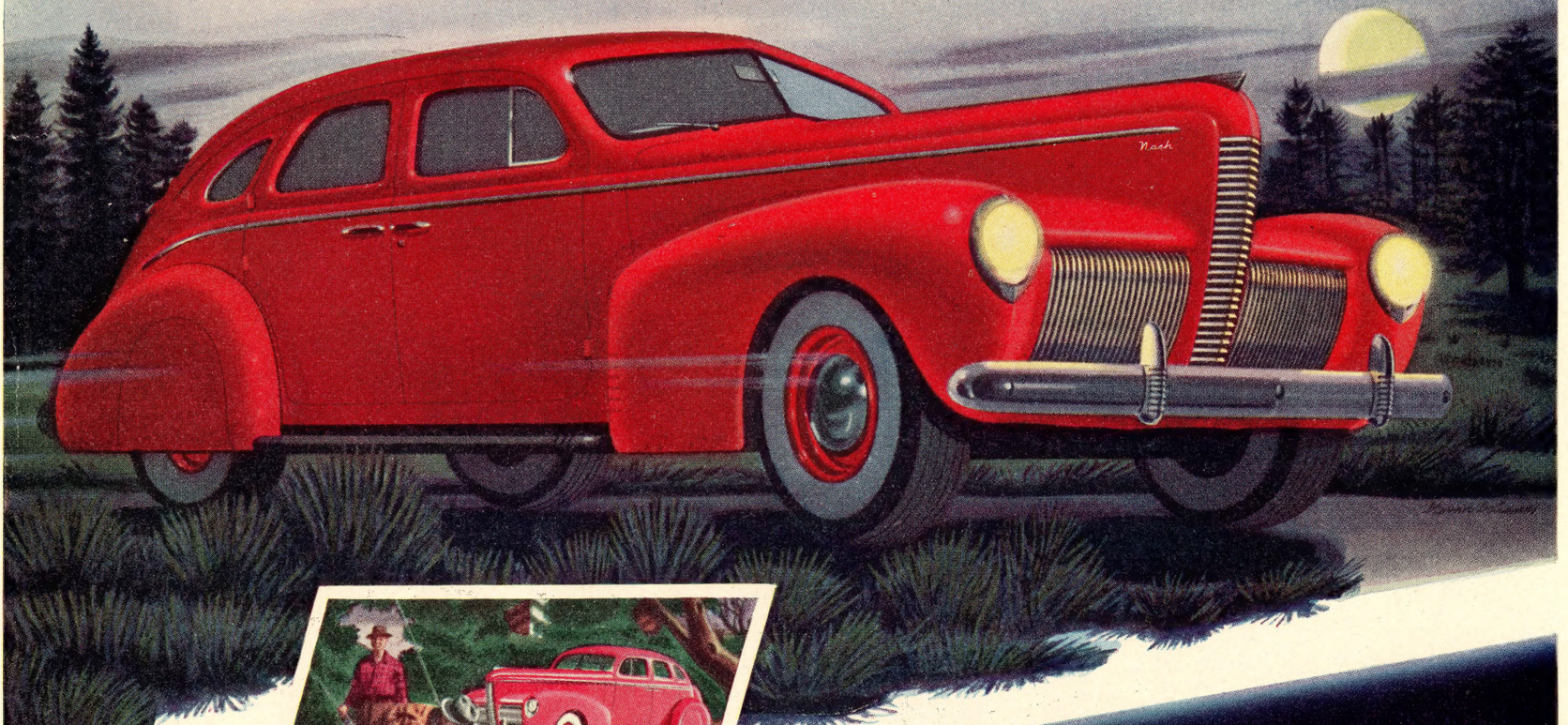
On and on you go, up starlit hill, down darkened dale . . . your heart singing with excitement . . . your Nash a silver phantom under the great white moon.

Sure, you can make up that convertible bed in back if you want to break the spell . . . but chances are that when the sleepy world awakes, you'll be whistling over breakfast, three states away.

• • •

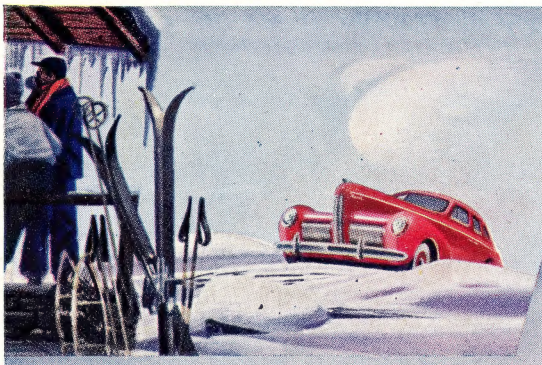
It's only fair to tell you this. You don't need the thrill of a moonlight night. Just 60 minutes anytime, anywhere, will make you unhappy 'til you own a 1940 Nash.

Luckily, it doesn't cost much . . . so little in fact, you'll jump at the chance to trade in your old car on a Nash. See your Nash dealer today and find out!



GREAT DAYS AHEAD with Nash's convertible bed, and automatic "Weather Eye" for conditioned-air comfort, cleanliness, on trips. Nation-wide service by 1800 Nash dealers.

Again... IT'S THAT NEW **NASH**



TERRIFIC PICK-UP and power! From 15 to 50 MPH in less than 13 seconds, *high gear*—with the big Nash engine that gets small car economy. New Fourth Speed Forward saves 20% more on gas.

THROUGH A BLIZZARD in summer comfort, you ride coatless in Weather Eye conditioned air warmth. Flash starting all winter with Nash's exclusive manifold-sealed engine.

GOODBYE-MR. WINTER

PICK OUT A DAY when a roaring Nor'easter has sent the last lone driver scuttling back home.

Then see if it's true what Nash owners say! *that there isn't any winter any more!*

Out of the storm and up to your door will skim a car as sleek as the wind it cleaves, so gay its dancing wheels hardly touch the snow.

You all pile in, from Granny down to the two-year-old . . . into seats as soft and deep as gossamer clouds. Then someone touches a magic dial—and presto!

It's May! Fresh, warm air that lets you shed coats down to your shirt sleeves . . . that brings back a springtime zest to go places!

It's Nash Weather Eye magic—and lo, it's *fully automatic*. Your comfort always stays the same.

Toe the throttle—and you feel a terrific surge of power whisk the city away. Then, a *Fourth* speed forward cuts in—and the country comes winging up.

Suddenly a snowbound straggler blocks the way, but you zoom by with the reserve pick-up of the automatic Overtake.

Outside the storm rolls on. But you can't feel its icy fingers . . . or hear the whine of the wind . . . or notice the frozen ruts below.

You sail along *as smooth and silent as Arrow-flight.*

Soon you'll be at that secluded pond where singing skates make gay music in the frozen air.

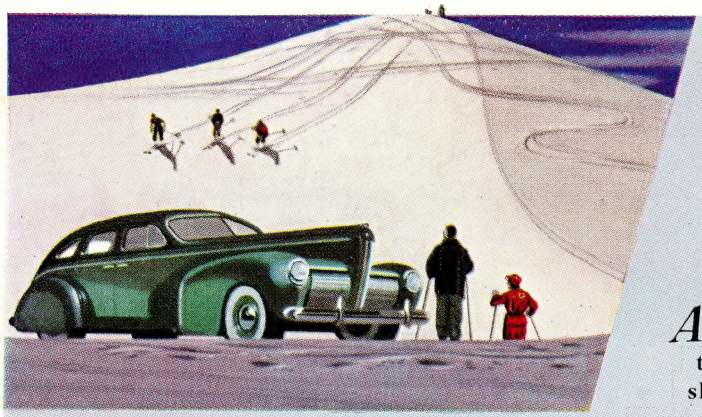
Let the rest of the world sit chattering by the radiator . . . let the almanac say snow—here in your Nash you know for a fact it's goodbye Mr. Winter—*for good!*

• • •

Why keep on "hibernating" half of every year . . . when *many models of this amazing car are priced next to the lowest?* Get in a Nash today and collect on year 'round fun!

SAFE AT NIGHT. Sealed Beam lights give glareless brilliance, 50% more power. Convertible bed, for summer trips. Remember: *Nash long life assures higher resale value.* Dealers everywhere (over 1800) are ready to serve you.

Again... IT'S THAT NEW **NASH**



GO WHERE THE FUN IS! Travel in new conditioned air comfort . . . ride on a miraculous new Nash springing combination called "Arrow-Flight." At night, drive in the glareless safe vision of new Sealed Beam lights.

THERE'S A NEW THRILL in the throttle. Pick-up of 15 to 50 MPH in 13 seconds, *high* gear . . . and a new Fourth Speed Forward for gliding speed—with an unbeatable automatic Overtake.

Weather Eye *Magic*

A SHRIEKING GALE has smothered the sun and swept the lake bare of skaters.

You're standing there, chilled to the bone, dreading the journey home.

Suddenly—a flash of light, and laughing faces . . . a whisper of tires on the snow. Someone's brought a new Nash!

You slip into the broad, welcoming front seat—someone twirls a mysterious little dial, and instantly it's June!

With all the windows closed, out of nowhere comes a draftless flood of fresh, invigorating air—exactly heated as "tuned in". Into nowhere vanishes stuffy air, the smoke of your cigarette, the moisture of your breath. The windshield stays clear.

The mercury tumbles . . . the wind howls louder—but stop or go, fast or slow—your comfort is automatically kept the same. That little thermostatic sentinel just inside the windshield never lets a chilly breath slip by. Yes—it's Weather Eye magic that even outguesses "old man Winter"!

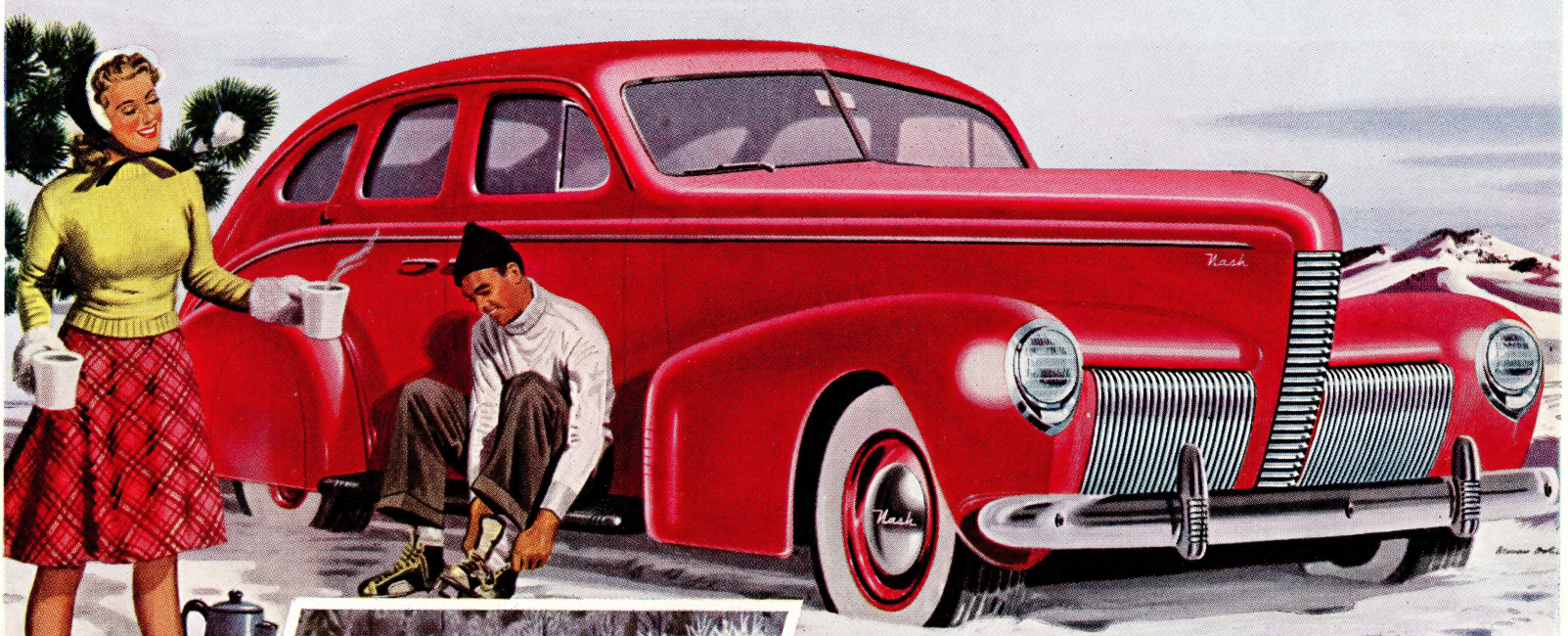
• • •

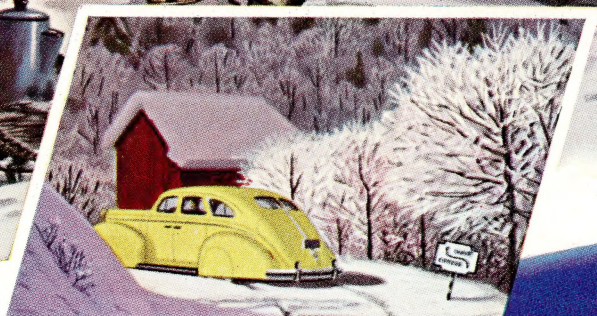
But that's no harder to believe than a new Fourth Speed Forward with an automatic Overtake that shoots you way ahead of those traffic stragglers.

Or Nash's silent Arrow-Flight ride that lets you relax in comfort over the worst Winter roads. Or that new feather-touch wheel that wields a magic influence over curves and rough spots.

Fact is, you'll have to revise all your ideas of what a car can be—and do. (And that's going to be the thrill of a motoring lifetime!)

It's priced so low, with resale value so high . . . that it will pay to trade away your troubles to your Nash dealer today — and start having year 'round fun! (Why not now?)





COSTS YOU LESS to go places. Exclusive Nash engine is a Gilmore-Yosemite Economy winner, with 21.25 miles per gallon. Convertible bed saves lodging costs. Nash dealers everywhere (over 1800) are ready to serve you.

Again... IT'S THAT NEW NASH

ENJOY FLORIDA WARMTH inside your Nash. Uncanny Weather Eye System keeps you free of drafts, dust . . . pours in a balmy breeze of fresh, conditioned air. 99 H. P. manifold-sealed engine gives you same smooth dependable power, flashing starts, winter or summer.

You're only Human After all

YOU THOUGHT you were old, and beyond those things—when *zingo*, you lose your heart on the first day of spring!

It's the wink of chromium that undoes you. You look—and it's a Nash—with so much flash and dash, and joy and life packed into its eager frame—that it can't wait, and neither can you!

Next thing you know, you're grabbing your hat. For just one engine in the world has that "fire-on-four-wheels" feeling—it's Nash manifold-sealed power.

Then—what about this swift, silent pace you're setting? Surely that's no conventional third gear. And you're right—you're in a *Fourth* Speed Forward.

But wait—your Nash has a *new* thrill! Nudge the throttle a little harder—that new Automatic Overtake makes you think you've hooked on to a comet!

And if you think the air has turned warmer, fresher—don't give Nature the credit. It's that new Nash automatic Weather Eye in front, making and maintaining weather to order.

Suddenly—you want to yell "whoa"! A stretch of washed out road ahead! But—like oil on troubled water—Nash's new springing magically irons out a glassy-smooth course.

You never felt such eager response from throttle or wheel. You can turn it on a quarter . . . stop on a dime . . . aim it like a rifle to the spot you want to go.

Before the sun sets you'll know—that you and a Nash were made for each other!

• • •

Here's the beginning of a beautiful friendship . . . good for the best 100,000 miles of a man's life.

For a Nash is *built* that way . . . with a *seven*-bearing crankshaft (instead of three), a *double* frame . . . 300 to 400 more pounds of *finer* steel for safety and long life. That Nash below is the 1940 economy champion in its class (Gilmore-Yosemite Run—23.76 miles a gal.)

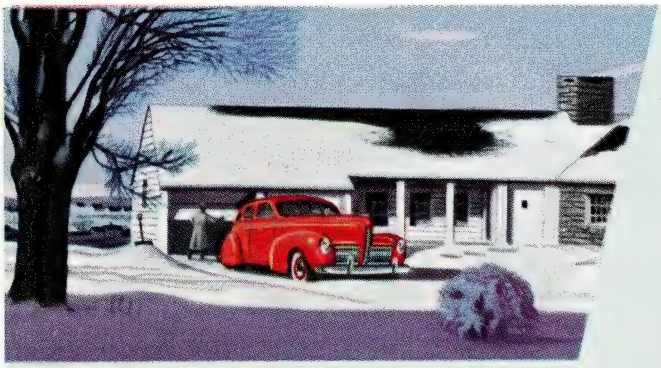
Drive it—see how young you *really* are!

LOWER PRICES: from $795 delivered at Factory! 4-door Sedan (below) $875, includes Standard Equipment and Federal Taxes. White Sidewall Tires, Weather Eye, Rear Wheel-Shields, Fourth Speed are optional extras.

$795

BE A VAGABOND on week-ends and vacations. Convertible bed in the rear holds two, cuts touring costs. Long cross-country trips are never tiresome with Nash's new, smooth Arrow-Flight Ride. Product of a $45,000,000 company.

You'll be Happier in a NASH



INSTANT STARTING in any weather, with the exclusive Nash Manifold-Sealed engine. Pick-up of 15 to 50 MPH in 12.9 seconds in high gear. New Fourth Speed Forward has Automatic Overtake for safe passing, fast hill climbing. Has Sealed Beam lights for night driving.

RESTFUL TRAVEL. Smooth, silent Arrow-Flight springing, Foam Sponge seats, Fabreeka body mountings keep you rested 'til you turn into your Nash bed. 1800 Nash dealers offer nation-wide service.

YOU'LL FIND *a Road of Mystery*

SOMEDAY THIS WEEK you're going to rub your eyes and wonder where you are.

You'll find yourself on a road of mystery. The scene is hauntingly familiar — but, what's happened?

The day is clearer . . . the sky is brighter . . . You can almost count the shingles on the houses flashing by.

Suddenly, you realize why. You're in a Nash—and for the first time, there's no blur or jiggle between you and the landscape . . . thanks to a new ride called Arrow-Flight!

Where's that hill you used to crawl up in second . . . those ruts that yesterday jarred you to the teeth?

Look! You're flashing over them now at forty—in a new kind of Fourth Speed Forward!

Where's the engine roar . . . the banging springs . . . the howling wind?

Listen! Even at the speed you're going, you can hear a whisper from the back seat. (It's something new in car silencing that Nash's own soundproofing methods achieve!)

And that blizzard blowing up outside? It must be a mirage—for you're breathing air as fresh and warm and friendly as a May morning.

Perhaps it's this Weather Eye magic that produces perpetual spring . . . or the absolute ease of Arrow-Straight steering—but something leads you on. . .

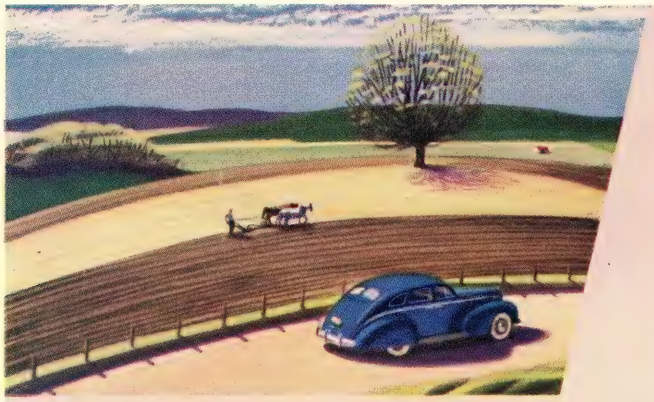
Yes—you'll follow this strange, uncanny road—free from cold and dust . . . without ruts or bumps or menacing hill . . . for at least a hundred thousand miles.

• • •

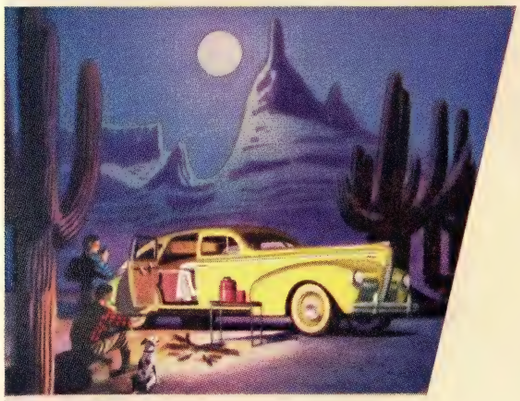
What a pity you haven't yet driven a Nash.

If it's price that's holding you back—forget it! Nash prices begin next to the lowest-priced cars . . . and when you weigh in Nash economy and high resale value, you can't spend much less for *any kind* of an automobile!

That road is waiting . . . get on it *now!*



23.76 MILES to the gallon was the record set by the Nash Lafayette, when it beat all others in its class in the 1940 Gilmore-Yosemite Economy Run. With it, you also get flashing pick-up from 15 to 50 MPH in 12.9 seconds, in *high* gear! Go to your dealer and try it!



SEE AMERICA, and sleep in your own bed. Double-size Convertible bed in sedans saves money, time, discomfort. Nash service everywhere at 1800 dealers. Product of a company with $45,000,000 resources. See your dealer.

You've Had that Longing Long Enough

DOES THIS THING called Spring do funny things to you?

Is there something you want—and you don't know what it is?

Go out now and catch hold of a long, low, racy green Nash—and you'll find out!

Slip behind the wheel before 99 frisky colts break loose in a breath-taking dash.

Then look—and listen. There's a click . . . and you're suddenly in a speed so smooth you wonder where your wheels went . . . so quiet you wonder what's happened to the engine . . . so utterly swift you can't imagine what's holding the others back.

(Now you know, with Nash's Fourth Speed Forward, how small the world is!)

See that car ahead? Just toot the horn . . . tap the throttle . . . and *watch* how your Automatic Overtake leaves him dawdling in the distance.

Lightly, blithely you skim over hills that are bursting into green. Sure, there are ruts, but *you* don't feel them in the lullaby-glide of this Arrow-Flight Ride.

There's a flash of light . . . the rumble of thunder . . . and a sudden April shower sends your windows up.

But not even the weather can spoil your day in a Nash. Just turn that magical "Weather Eye" dial and rain and cold and dust are out of motoring forever!

Darkness falls, your Sealed Beam lights go on . . . but you won't stop 'til it's time for your Nash convertible bed.

Then turn in—knowing how different the rest of your life is going to be!

• • •

If you *like* a Nash—it's practically yours *right now.*

It costs so little more than you'd pay for a small car—and resale value is so high—that you'll actually be money ahead. That is—if you ever want to give it up.

That big double frame, 7 and 9-bearing crankshafts, Manifold-Sealed engine—make your fun a long-life investment.

This magazine can wait, but a Nash can't. Go to your dealer, and get out of town!

LOWER PRICES: from $795 delv'd at Factory! Lafayette Series Sedan (below) $845, includes Standard Equipment, Federal Taxes. White Sidewall Tires, Weather Eye, Rear Wheel-Shields, Fourth Speed, are optional extras.

$795

You'll be Happier in a NASH

THIS WHISPERING GIANT of a 99 horse-power, Manifold-Sealed engine gives you flashing pick-up of 15 to 50 MPH in 12.9 seconds, *high gear*. With Automatic Fourth Speed Forward that saves up to 20% on gasoline. Call your dealer and *drive* this Nash today!

GET OFF THE BEATEN TRACK and go places this summer! Arrow-Flight Ride . . . Sand-Mortex soundproofing . . . let you travel in comfort and quiet. With Nash's big Convertible Bed, you can sleep where you stop, under the stars.

Lady-make up your (HUSBAND'S) *mind!*

FUNNY THING about a man.

He likes battered hats . . . and wrinkled suits . . . and hates to part with his old car.

But let him catch sight of a long, *low* sky-blue beauty of a 1940 Nash—and then, dear lady, the matter's out of your hands.

Let him get in . . . a little awed—and sink down into that Foam Sponge seat. Then quick, you take the wheel . . . tap your toe—and off you go!

That old business of tugging at the wheel . . . struggling with a gearshift...s-t-r-e-t-c-h-i-n-g to the throttle—*all that's gone*. A Nash understands the feminine touch.

You'll have to tell him what's under the hood. He can *see*—but he can't *hear* what it does. His old car never went or whispered like this.

And, when a Fourth Speed "clicks" in—and before his eyes all outdoors goes flying by—be nonchalant. Slyly nudge that Automatic Overtake and watch his face when his hat sails into the back seat.

Then cruise—boldly—over bumps and ruts—just as though they didn't exist—*and they don't*—to Nash's Arrow-Flight Ride.

Reach forward and casually twirl a dial. In an instant the air is fresh and balmy as May. But, don't bother to explain—just point. It's that Nash "Weather Eye".

When he demands the wheel—surrender it meekly. The rest is only a matter of minutes. After all, let *him* have the last word.

• • •

We don't ask you to understand all of Nash's facts and figures—but your husband will.

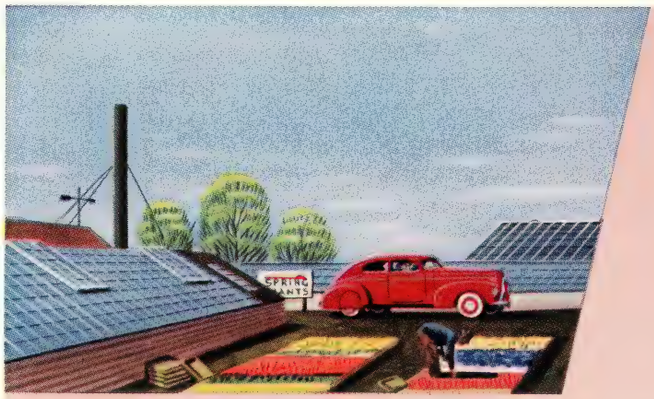
He'll know no other car can match such long-life features as its 7-bearing crankshaft . . . Manifold-Sealed Engine . . . or *double-frame* chassis. When it comes to things like its Sealed Beam lights . . . the Convertible Bed . . . he'll nod his head.

And this is one time when the best *doesn't* cost the most. Many models are now only a few dollars more than smaller All-3 cars and cost as little to run.

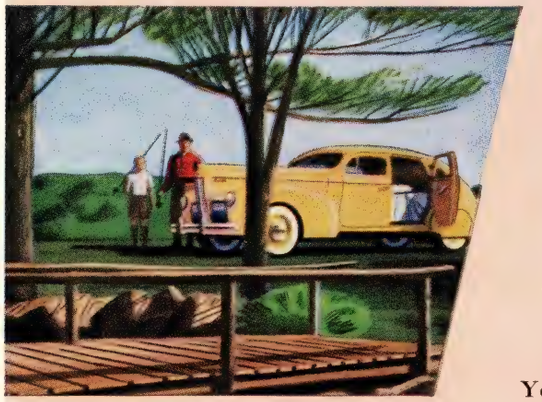
Make up your (husband's) mind. Bring him in today—a Nash will do the rest.

LOWER PRICES: from $795 delivered at the Factory! Lafayette Series Sedan (below) $875, includes Standard Equipment and Federal Taxes. White Sidewall Tires, The Weather Eye, Rear Wheel-Shields, Foam Sponge Seats and Fourth Speed Forward, optional extras.

$795



THIS CLEAN-LINED BEAUTY . . . long, luxurious . . . is best in its class for economy; the Nash Lafayette turning in 23.76 miles a gallon to be a Gilmore-Yosemite Run winner. Yet it streaks from 15 to 50 MPH in 12.9 seconds, *high* gear. The Fourth Speed Forward saves up to 20% on gasoline. 2000 Nash dealers to serve you.



LIVE THE LIFE YOU LOVE . . . touring in "Weather Eye" air, free of dust . . . and stopping and sleeping where you like, in your Nash Convertible Bed. No other car can prepare you for this experience—see and drive a 1940 Nash *now!*

"What Was THAT!"

IF YOU'VE ever been dazzled by a fleeting blue streak . . . a flash of chrome . . . four spinning wheels . . .

If they disappeared in a puff of dust before you could catch the name—we'll tell you now—it was a 1940 Nash.

And no matter what car you've ever driven—there's no equal to the thrill you'll find at the throttle of a Nash Manifold-Sealed Engine.

It doesn't need a lucky day to get going. Summer or winter, one tap of your toe—and you're off in a breath-taking flash. Surprised? Wait—

Suddenly, you hear a "click" . . . your engine seems to go asleep—yet faster, *faster* . . . the road unreels beneath you.

You're in Nash's Fourth Speed Forward. The power is there. The speed is there. But the sound and fury are gone.

Yet—the real thrill's *still* in the throttle. A car ahead challenges your way. You tap your toe—and your engine leaps into life with a terrific burst of passing power. It's a new Automatic Overtake!

You never felt a car get away so easily . . . steer so freely . . . cruise so softly. It's Nash's Arrow-Flight ride—and it's exclusive; never anything like it before.

There are Sealed Beam lights in front . . . and, in easy reach, a "Weather Eye" dial to keep air constantly fresh, clean—and warm when you need it.

After fifteen minutes—you'll know why they say, "Once you get your hands on a Nash, you'll never rest 'til you own it."

• • •

It's good for the best 100,000 miles of your life—and then some.

It's backed by resources of $45,000,000, and because we put more into it—you get more *out* of it.

Features like its double-framed chassis . . . 7-bearing crankshaft . . . complete rust-proofing, are yours for longer life and greater resale value.

And the price—is only a few dollars more than a lighter, smaller All-3 car.

So what's holding you back? Just for the sheer fun of it, go for a spin in this new Nash. Call your Nash dealer—now!

FREE! 60 NASH CARS

EACH WITH 1000 GALLONS OF SINCLAIR H-C GASOLINE FREE!

PLUS $6,000.00 IN CASH PRIZES

30 BIG DAILY CONTESTS

2 NASH 4-DOOR SEDANS with FREE GAS and 20 CASH PRIZES OF $10 EACH GIVEN EVERY DAY

Aug. 12 to Sept. 20 except Saturdays and Sundays

"De Luxe Nash"

Nash-Lafayette 4-door Sedan—6 cylinders—99 horse power—117 inch wheelbase. Exclusive "WEATHER EYE" circulates fresh, *conditioned* air *automatically*. No stuffy air—no wandering drafts. Interior convertible into *double* bed. Complete with mattress and bed equipment. A prize-winning car—for Oxydol prize winners!

JUST WRITE LAST LINE FOR THIS JINGLE

A Pretty Young Housewife Named Poe
Found Dishwashing Dreary and Slow
Till She Tried OXYDOL
Speed Soap of them all

(Use free entry blank printed below)

DOUBLE RANGE SINCLAIR H-C GASOLINE

1000 GALLONS OF SINCLAIR H-C GASOLINE FROM YOUR DEALER

The famous *new* Sinclair H-C with *Double Range* Anti-Knock! Gives knockless power at *all* speed ranges, both high and low. Quick starting—rapid pick-up—smooth power—and long mileage. Delivered to you at your local Sinclair Dealer as you want it.

WIN! JUST DO THIS!

Purpose of Contest:—To induce more women to try amazing New *High-Test* OXYDOL for faster, easier dishwashing

THINK OF IT! 2 beautiful, brand-new Nash 4-door Sedans given every day (Monday through Friday) for six weeks! Each one sleeper equipped—each with 1000 gallons of Sinclair H-C Gasoline free! And $6000 in cash prizes—at the rate of 20 free $10 bills each day! That's 660 prizes in all! No limit to the number of your entries. So enter once, twice, three times—or more. Get busy right away!

WHAT YOU DO IS FUN—and simplicity itself! Just write a last line for the jingle shown in the entry blank below. It will only take a jiffy—but may make you the owner of a conditioned-air Nash Sedan—with 1000 gallons of *free gasoline*.

IN MAKING UP YOUR LAST LINE, remember that new *High-Test* OXYDOL represents a revolutionary new advance in soap. Contains an amazing new ingredient—and is being adopted by thousands of women for easier, faster dishwashing today.

HERE ARE JUST A FEW of the reasons:—(1) Speeds up dishwashing like magic, compared with old-style washday bar soaps. And gets dishes so clean lots of people no longer bother with wiping, thus saving up to 50% of dishwashing time. (2) Cup for cup, gives up to three times the suds of less modern soaps—suds last up to 2 to 3 times longer. (3) Easy on hands—won't make them red or rough. (4) Economical, does the average dishwashing job for less than ½¢!

START NOW! Enter today—and as often as you like! Remember, there are 30 big contests—a new contest each day (except Saturdays and Sundays) for 6 weeks. Two free Nash cars and twenty $10 cash prizes given *every 24 hours!*

GET *High-Test* OXYDOL at your dealer's. Try it in your dishpan and send in your first entry *today*. Procter & Gamble.

HINTS ON *How to Win!*

First—try High-Test Oxydol *yourself* for dishwashing. See how quickly it flashes into rich, lasting suds—makes grease go so fast it speeds up your whole dishwashing job like magic.

See, too, how Oxydol makes glassware and dishes sparkle like diamonds—how nice it leaves your hands. Then you'll have dozens of ideas for writing winning last lines.

Make the last word in your last line rhyme with the last word in the first two lines. For example:—"And, oh - - how that grease film did go." . . . or "And ended her dishwashing woe."

One of the best ways to start is to write down all the words you can think of that rhyme with the word "slow." Words such as "grow"—"woe"—"go"—etc. Get busy right away!

FREE COUPON

MAY BRING YOU A BIG NASH SEDAN! MAIL ENTRY NOW!

A pretty young housewife named Poe
Found dishwashing dreary and slow
Till she tried Oxydol
Speed soap of them all

(Write plainly or print the last line which you want to enter here)

OXYDOL, Box 536, Cincinnati, Ohio

Gentlemen:—Here is my entry. I am also enclosing an OXYDOL box-top (or facsimile).

Name.....

Address.....

City.....State.....

(This blank only for your convenience. Use plain paper if you wish.)

Radio For contest details and Nash winners, tune in "Ma Perkins"—"The Goldbergs"—or "The Man I Married." See local paper for time and stations.

FOLLOW THESE SIMPLE RULES:

1. Print or write plainly your "last line" for Oxydol's jingle, using as many words as you need to complete it. Your last line may contain any idea you think completes the thought of the jingle as long as the last word rhymes with "Poe" and "slow." Write on entry blank at left or on one side of a sheet of paper. Print plainly your name and address.

2. Mail to OXYDOL, Box 536, Cincinnati, Ohio. You can enter each contest as often as you like, but each entry must be accompanied by one OXYDOL box-top, any size (or facsimile).

3. There are 30 daily contests, each with a separate list of prizes, running from August 12 through September 20, 1940 (except Saturdays and Sundays). Prizes in each day's contest are: two 1940 Nash 4-door Sedans, finished in Romany red, each with 1000 gallons of Sinclair H-C gasoline (in areas in which Sinclair H-C gasoline is not distributed arrangements will be made to supply another regular grade gasoline); and 20 additional prizes, each $10 cash.

4. Entries received before August 12 will be entered in the first day's contest. Thereafter, entries will be entered in each day's contest as received. Entries for the final contest must be postmarked not later than September 20 and received by October 1.

5. Entries will be judged for originality, suitability, and aptness. Decision of judges will be final. Duplicate prizes awarded in case of ties. No entries returned. Entries, contents and ideas therein become the property of Procter & Gamble.

6. Any resident of the United States or Canada may compete, except employees of Procter & Gamble, their advertising agencies, and their families. Contests subject to Federal, State, and Dominion regulations.

7. Nash winners will be announced approximately one week after the close of each contest on OXYDOL'S radio programs, "Ma Perkins," "The Goldbergs," and "The Man I Married." Winners of the final contest will be announced on or about October 7. All winners will be notified by mail. Complete list of winners will be sent on request after October 14.

Last (30th) Contest closes at 12 Midnight, September 20, 1940

FREE-25 NASH CARS

And $2,500.00 in CASH PRIZES

A CAR A DAY GIVEN AWAY

FOR 25 DAYS, MARCH 10 TO APRIL 13
(except Saturdays and Sundays)

THE NASH AMBASSADOR "600"—1941 4-door sedan in your choice of standard colors. New 6-cylinder Flying Scot engine with flashing pickup and sensational economy. New "Unitized" steel body—coil spring ride on *all four wheels!*

It's Easy! Just Finish this Jingle:

All your cleaning is easy as pie
When **OLD DUTCH** *is the Cleanser you buy—*
It's new and it's quicker
And safer and slicker

(See free entry blank below)

HOW TO WIN FREE CAR

Purpose of Contest:—To induce more women to try the amazing new, Improved Old Dutch Cleanser

Imagine the thrill of waking up some morning and finding yourself the owner of a gorgeous new 1941 4-door Nash "600" Sedan, given free in exchange for only 5 minutes of your time!

A car a day given away! Not one—not two—but TWENTY-FIVE of these breathtakingly beautiful Nash "600" Sedans are to be given free. A car a day for 5 weeks (except Saturdays and Sundays)—plus $2,500.00 in cash prizes at the rate of ten crisp, new $10 bills each day!

What you do is simplicity itself. Just write a last line for the jingle shown above. It's easy—and fun to do. See examples at right—and get busy right away.

But first, see what amazing advantages you will get with the new *Improved Old Dutch Cleanser*. No matter how long you've used Old Dutch...or what other cleansers you've used...the New Old Dutch will surprise and thrill you. Fortified by a new miracle ingredient, it does these surprising things:—

(1) Cleans 50% faster than the famous *Old Dutch Cleanser* you've known before—cuts cleaning time almost in half! Just a few quick wipes and sinks, bathtubs, pots and pans come sparkling—immaculately *clean!* (2) New ingredient *dissolves grease* like magic—gives *double-action* cleaning that ends hard scouring and elbow-fag. (3) Is safety itself for porcelain, metal and painted surfaces. *DOESN'T SCRATCH*—because made with gentle Seismotite. Is really kind to hands—won't make them red or rough.

Enter now—and as many times as you wish! Remember that a car a day will be given away. Beautiful New Nash Ambassador "600" 4-door Sedans with "unitized" steel body—and sensational economy. Plus ten cash prizes in the bargain, each and every day!

Ask for Old Dutch at your dealer's. No change in package—no advance in price. Mail free entry blank today.

READ THESE SAMPLE LAST LINES AND "POINTERS" ON WINNING!

TO write a winning last line, read the jingle over quickly 2 or 3 times to get the rhythm of it. Then make a list of all the words you can think of that rhyme with the word "pie." Words such as "die," "cry," "high," etc.

Make the last word in your last line rhyme with the last word in the first line of the jingle. For example, *"Just use it and watch the dirt fly"* or *"It's a winner, as none will deny."*

Probably you can think of better last lines of your own without half trying. Especially after you try the new, *Improved Old Dutch Cleanser* and see for yourself how marvelous it is. The more you know about it, the more last-line "ideas" will keep popping into your mind.

And remember, you can enter as often as you like! There's no limit to the number of entries you can send in.

But the big thing is to get busy right away. Send your first entry *today!*

Listen to "Bachelor's Children" on the radio for contest details and names of winners. See local paper for time and station.

FREE ENTRY BLANK...*Mail Now*

5 Minutes' Time May Bring You A 4-Door Nash "600" Sedan

All your cleaning is easy as pie
When **OLD DUTCH** *is the Cleanser you buy—*
It's new and it's quicker
And safer and slicker

OLD DUTCH CLEANSER, Dept. M4, Box 1110, Chicago, Illinois

Here is my entry. I am enclosing two windmill panels from two packages of Old Dutch Cleanser (or facsimiles).

Name_____

Address_____

City_____ State_____

RULES **1.** Print or write plainly your "last line," using sufficient words to complete the jingle. Make the last word in your last line rhyme with "pie" and "buy." Write on entry blank at right, or on one side of a sheet of ordinary paper. Print or write plainly your name and address.

2. Mail to *Old Dutch Cleanser*, Dept. M4, Box 1110, Chicago, Ill. You may enter as many times as you like, but each entry must be accompanied by the windmill pictures from 2 cans of *Old Dutch Cleanser*, (or facsimiles).

3. There will be twenty-five daily contests running from March 10 through April 13, 1941 (except Saturdays and Sundays). Prizes in each day's contest are:—A 1941 Nash Ambassador "600" Model 4147 Four-door Sedan with standard equipment—in your choice of standard colors—and ten additional prizes, each $10.00 cash.

4. Entries received before March 10 will be entered in the first day's contest. After that, entries will be entered in each day's contest as received. Entries for the last day's contest must be postmarked not later than April 13 and received by April 23

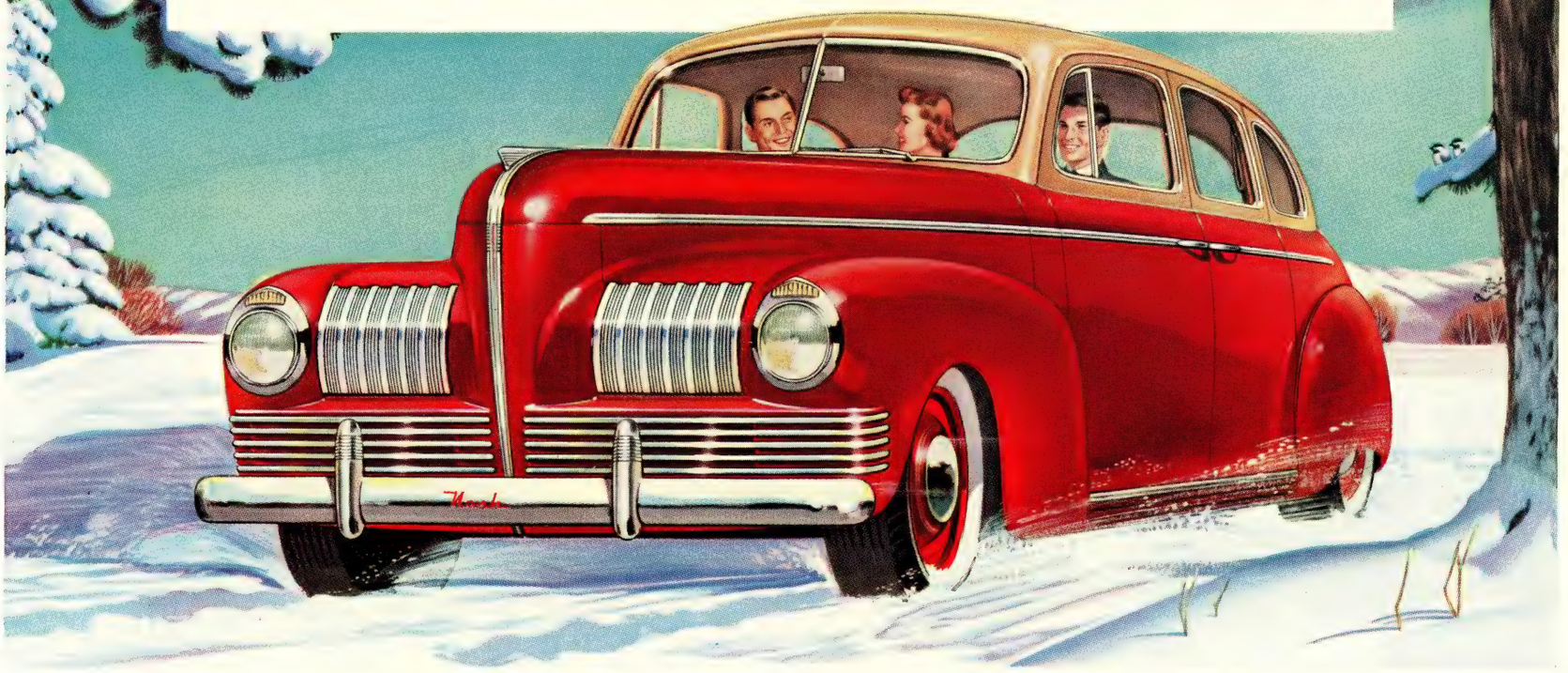
5. Entries will be judged for originality, suitability, and aptness. Decision of the judges will be final. Fancy entries will not count extra. Duplicate prizes will be awarded in case of ties. No entries returned. Entries, contents and ideas therein become the property of *Old Dutch Cleanser*.

6. Any resident of the continental United States may compete except employees of The Cudahy Packing Company, their advertising agencies and their families. Contests subject to all United States and local regulations.

7. Daily Nash winners will be announced approximately one week after close of each contest over *Old Dutch Cleanser's* "Bachelor's Children" radio program. All winners will be notified by mail. Complete list of all winners will be sent on request after May 12.

Wink Your Weather Eye at Winter

IN THIS NEW KIND OF LOW-PRICE CAR



Whoo—listen to that wind! Know where you ought to be today? Riding in a 1941 Nash, where you simply wink a "Weather Eye" at winter cold!

Actually, all you do is twirl a little dial—and *presto*, it turns into a balmy May day.

The mercury can skitter to 10° below—but the fresh, conditioned air will never change, the windshield will never fog.

That's Weather Eye magic, gauging and outguessing changes in weather!

The greatest health, comfort and safety motoring feature of the last twenty years—and now it's yours as an optional extra, even in a *lowest-price* Nash.

It's yours—in a beautiful, big, roomy Nash that can deliver 25 to 30 miles a gallon—over 500 miles on a tankful—with good driving.

—A Nash powered to whisk you from 15 to 50 MPH in 12 seconds, in *high* gear!

This sleek beauty is built on aircraft principles—of welding body and frame into one solid rattle-proof unit of amazing strength. So roomy—there's even a Convertible Bed.

CHECK NASH AGAINST THE LOWEST-PRICE FIELD

- ★ **BETTER ECONOMY—25 to 30 Miles on a Gallon of Gasoline.**
- ★ **SMOOTHER RIDE—Only low-price car with Coil Springs on *All Four Wheels*.**
- ★ **EASIER STEERING—Two-way Roller Steering.**
- ★ **ROOMIER—Greater Seating Width.**
- ★ **SAFER—Welded Body-and-Frame Construction . . . made rattle-proof, twist-proof.**

And for the first time in the lowest-price field—a car with soft coil springs on *all four wheels* . . . It rides like a dream—steers with such utter ease that all-day driving is no chore at all.

Soft and Silent as a Kitten's Tread—that's Nash Travel!

It's a new kind of car. You've never driven one like it.

Instead of keeping your old car garaged 'til Spring—why not trade now?

Modern Magic: Over 500 Miles to a Tankful!

You'll gain three months of driving fun . . . start saving as much as $70 to $100 each year. Why not go for a Weather Eye ride today?

Nash Builds Better "6s" and "8s" in the Three Major Price Fields—Prices Now $70 to $159 Lower

The Nash Ambassador "600". America's new low-priced car. 6-cylinder Manifold-Sealed Engine. 195 inches over all. Six models.

The Aeropowered Nash Ambassador Six—105 HP . . . 6-cylinder Twin Ignition Valve-in-Head Engine. Six models.

The Aeropowered Nash Ambassador Eight—115 HP . . . 8-cylinder Twin Ignition Valve-in-Head Engine. Five models.

Go NASH

AND SAVE MONEY EVERY MILE

Now-a Dollar Goes 50 Miles Farther!

In Every Way You Judge a Car
Nash is the Best Buy in the Lowest-Price Field

★ **BETTER ECONOMY**—25 to 30 Miles on a Gallon of Gasoline.

★ **SMOOTHER RIDE**—Only low-price car with Coil Springs on *All Four Wheels.*

★ **ROOMIER**—Greater Seating Width.

★ **EASIER STEERING**—Two-way Roller Steering.

★ **SAFER**—Welded Body-and-Frame Construction . . . made rattle-proof, twist-proof.

YOU notice it the first time you get a Nash demonstration—a *little glass jar* of gasoline by the windshield.

But before you ask about it—you're looking about in amazement.

Never have you seen a car this roomy, selling in the lowest-price field. The front seat's nearly five feet wide!

Then—your foot finds the throttle, and in one split second you realize this is the liveliest, smoothest car you've ever driven. (It's a new kind of engine with moving parts pre-balanced by radio control.)

Save $1.50 to $2.00 on each Tankful

Faster . . . faster . . . the road unreels. You see bumps bob up . . . rousing, rattling, jarring bumps . . . but they fade away like phantoms, beneath your four-wheel coil springs. And this big Nash (body and frame one welded unit) never quivers or wavers.

A New "Feel" to Driving

Sharp curves ahead! But this amazing Nash *banks* into them like a pursuit plane . . . with just the weight of your hand on the wheel. It's something new—Two-way Roller Steering—and you've never felt anything like it.

Your comfort never varies

Outside it's bitter February—but here's more magic. The air you're breathing is *May*, so perfectly warmed and conditioned by the Weather Eye System that you need no wraps at all!

You're glad to know there's a Nash Convertible Bed in back, for you feel like driving on forever.

But suddenly you remember the little glass jar by the windshield. You look. It's *empty . . . the 10th of a gallon of gasoline is gone . . .* and you've averaged more than 25 miles to the gallon.

This gas-meter test* is the proof of Nash's amazing economy.

Making a dollar go about 50 miles farther is part of the $70 to $100 a year a Nash saves you . . . but the thrill you'll remember, the reason why you'll soon own a Nash—is that it puts more fun into driving than any car ever did before!

See your dealer and see for yourself the amazing differences that are swinging thousands to Nash!

*Gasoline Mileage Meters are furnished all Nash dealers to prove the superior economy of the new Nash Ambassador "600".

Nash "6"s and "8"s are Today's Top Values in All Three Major Price Fields

The beautiful Nash Ambassador "600" is typical of Nash extra value in *every* price-class except the highest. Thanks to a $7,000,000 expansion program, Nash dealers can show you provable better Sixes and Eights . . . bigger, more luxurious, higher-powered but more economical cars . . . at prices probably less than you intended to pay. Before you buy any 1941 car at any price, see your Nash dealer first.

Go NASH

AND SAVE MONEY EVERY MILE

Now-500 to 600 Miles on a Tankful!

FLASH! **In the Official 1941 Gilmore-Grand Canyon Economy Run, the Nash '600' turned in more miles to the gallon than any other 6, 8, or 12 cylinder automobile, regardless of weight, size, price or equipment. With its marvelous Fourth Speed Forward, Nash averaged 25.8 miles per gallon at an average speed of 42.6 miles an hour, over gruelling 599-mile mountain course.**

IMAGINE getting into this big 1941 Nash sedan and traveling 500 to 600 miles before you had to stop at a gas station!

Think of driving the equivalent of Boston to Norfolk . . . or the Grand Canyon to Los Angeles . . . or Chicago to Kansas City . . . on *just a tankful of gasoline!*

Amazing? *Yes*—but not for the new kind of car in the lowest-price field!

There's never been a car like Nash before—never a low-price car so roomy. The front seat's nearly five feet wide.

And wait 'til you tap that throttle! Nash's new kind of engine has the liveliest six-cylinder performance you ever felt . . . made satin-smooth by a radio-balanced crankshaft.

And as the miles flash by—25 to 30 of them to every gallon of gas—you soon discover how *different* driving can be.

The road is full of ruts . . . yet those jolting bumps and bounces just don't follow with Nash's four-wheel coil springs. The new "Unitized" body-and-frame construction stops any quiver of vibration. The silence is uncanny!

You head into curves with the throttle open—yet just the touch of your hand guides this big Nash. The new Two-way Roller Steering does the rest.

And should the March winds bluster or blow—just turn on Nash's Weather Eye System—and go blithely on your way in warm, dustless, conditioned air.

There's never been an automobile like this new Nash before—at *any* price.

You have its savings of $70 to $100 a year to consider—its amazing differences in size, ride, roominess—yet the reason you'll want it is a simple one. *It's more fun to drive than any car you ever owned!*

Why Buy Any Other Lowest-Price Car when Nash Leads in the Things You Want?

★ **BETTER ECONOMY—25 to 30 Miles on a Gallon of Gasoline.**

★ **SMOOTHER RIDE—Only low-price car with Coil Springs on All Four Wheels.**

★ **EASIER STEERING—First car with Two-way Roller Steering.**

★ **ROOMIER—Greater Seating Width. The Rear Seat makes up into Convertible Bed.**

★ **SAFER—Welded Body-and-Frame Construction . . . made rattle-proof, twist-proof.**

Remember — three years of testing are behind this new kind of car. It's backed by Nash's $50,000,000 in resources. See your Nash dealer today and see the amazing differences that are switching thousands to Nash!

Go NASH

AND SAVE MONEY EVERY MILE!

AT LAST—
Something New in the Lowest-price Field!

$745 BUYS IT!

Big 6-passenger Slipstream Sedan illustrated, delivered at factory, including standard equipment and federal tax. The White Side Wall Tires, Fourth Speed Forward, Weather Eye, Deluxe Bumper Guards, Two-tone Paint and Convertible Bed are optional equipment, at slight extra cost.

SEE HOW MUCH MORE THIS BIG NASH SEDAN OFFERS

- **More Economy** . . . 25 to 30 miles a gallon with good driving.
- **More Room** . . . Greatest seating width of all lowest-price cars. Rear makes up into a double bed.
- **More Safety**. . . Unitized body and frame welded into one—twist-proof, rattle-proof.
- **Better Steering** . . . first car with Two-way Roller Steering.
- **Smoother Ride** . . . only low-price car with coil springs on all four wheels.

Price subject to change without notice

Imagine! 25 to 30 Miles a Gallon—in this Big Nash Sedan

TIME was when picking a car in the lowest-price field didn't carry much of a thrill. They were so much alike—in size, ride, economy—that you could almost do it blindfolded.

But have you heard about the new Nash Ambassador "600"? Here's a *new* kind of car . . . something so far ahead, so exciting that already it's changed the minds of thousands.

Hugs the road on curves!

Just look at the size of it! Now imagine taking the wheel and going 500 to 600 miles before having to stop for gas!

In the official A.A.A. Gilmore Economy Run, this big Nash, with its marvelous Fourth Speed Forward, delivered more miles to the gallon than any other 6, 8 or 12 cylinder car competing.

And big as it is, it's as fast on its feet as a flyweight . . . fairly scoots through traffic. You don't have to wheedle it around turns or baby it over bumps. With coil springing on all four wheels, this amazing Nash seems to lean into the curves . . . and it sweeps over ruts as if they didn't exist!

From its amazing Weather Eye Conditioned Air System to its revolutionary unit body and frame, it is a *new kind* of car—backed by three years patient pre-testing, and a product of a great $57,000,000 Independent car-maker.

Yes—there's simply no comparison between Nash and the low-price cars you used to know. Why don't you check up on these differences—measure them—compare them? See how you can save $70 to $100 a year, in over-all driving expense. Like thousands of others, you'll be changing to Nash this year!

Save $1.50 to $2.00 on Each Tankful

Go NASH

AND SAVE MONEY EVERY MILE

It's Talk Like This — THAT'S SWITCHING THOUSANDS TO NASH!

ACTUAL COLOR PHOTOGRAPH OF THE NASH DELUXE TRUNK-BACK, FOUR-DOOR SEDAN, ONLY $860*

SIX MONTHS ago if you heard someone say, "I just drove 500 miles without stopping for gas"—you wouldn't have believed it.

Now you can't go anywhere without hearing a Nash owner tell stories like these:

"*My new Nash is doing 25.6 miles a gallon over mountain roads. Power—perfect!*" P. A. S., CALIF.

Or—"*I've just completed a 9,897 mile trip in my new Nash—averaged 25.9 miles a gallon. Drove fast all the way.*" FROM J. H. P., RHODE ISLAND.

Or—"*Can't tell you how pleased I am with my new Nash. Rides like a dream. Doing over 26 miles a gallon every day.*" FROM G. R., NEW YORK.

It's not only this economy—but what these miles *are like* that is making Nash the fastest growing automobile in the lowest-price field.

You'll literally be amazed at every difference there is in this new kind of car.

You never felt *any* car—no matter how expensive—ride so smoothly, handle so easily.

Just five minutes behind the wheel will tell you why thousands of loyal owners of other low-price cars are now changing to Nash.

Here is the first low-price car with the comfort of coil springs *on all four wheels* . . . the "roadability" of Two-way Roller Steering.

The first low-price car with a Convertible Bed for vacation trips . . . the famous Weather Eye Conditioned Air System to end cold-weather discomfort, drafts and dust.

The very way this Nash is built—with body and frame solidly welded into a single twist-and-rattleproof unit—is different, too!

Before you buy any new car, ask yourself—*does it offer as much as this new Nash?*

Compare the differences at your Nash dealer's today—and you, too, will join America's most enthusiastic new car owners!

A New Record! *From Los Angeles to the Grand Canyon . . . over 599 grueling miles of desert, mountain passes . . . Nash averaged 25.81 miles a gallon at 42.6 miles an hour!*

The "MOST MILES PER GALLON" Big Car

FACT! In the 1941 Official A.A.A. Gilmore Economy Run, Nash equipped with the marvelous Fourth Speed Forward, delivered more miles per gallon than any other competing 6 or 8 cylinder car!

$745 Buys a big 6-passenger sedan. Other prices start at $710. *All prices, delivered at factory, include standard equipment, Federal tax. Weather Eye, Convertible Bed, White Side Wall Tires, Fourth Speed Forward, Two-tone paint, Deluxe Wing Bumpers or Bumper Guards at slight extra cost. *Prices subject to change without notice.*

Go NASH
AND SAVE MONEY EVERY MILE

IT'S OVER THE HILLS AND FAR AWAY
On a Single Gallon of Gas

ACTUAL COLOR PHOTOGRAPH OF BIG NASH AMBASSADOR "600" 2-DOOR SEDAN

Let's Compare Value

NO OTHER LOWEST-PRICE CAR OFFERS AS MUCH AS NASH!

- ★ **Better Economy...** up to 30 Miles on a Gallon of Gas.
- ★ **Smoother Ride...** Only low-price car with Coil Springs on All 4 Wheels.
- ★ **Easier Steering...** First low-price car with Two-way Roller Steering.
- ★ **Roomier...** Greater Seating Width. You can have a Convertible Bed!
- ★ **Safer...** Welded Body-and-Frame Construction — twist-proof, quieter.

IT'S set a million tongues wagging from coast to coast—this new kind of car and what it does on a gallon of gas!

Listen to these Nash owners' experiences:

From San Francisco: "*Continually amazed by my Nash. Recently averaged 32 miles a gallon on trip at rate of 45 miles an hour in Fourth Speed Forward.*"

Can you imagine going 500 miles on a tankful? Listen to this man from Minneapolis:

"*Drove all the way to Chicago, and then some—before I even thought about a gas station. Saving almost enough to make my payments.*"

Yet—economy is only one of the reasons Nash is the *fastest-growing* car in popularity in the lowest-price field.

Drive it—see the other amazing differences!

A front seat almost five feet wide. Coil springing on *all four wheels*, for the most amazing roadability you ever experienced. A welded body-and-frame. A Weather Eye Conditioned Air System. A big Convertible Bed for touring.

In five minutes you'll discover more *new* things than you've seen in other cars in the past five years. Come on—try it!

The top value in cars priced just above the lowest—the Nash Ambassador 6 with thrilling "Aeropower"—Twin-Ignition, Valve-in-Head Engine!

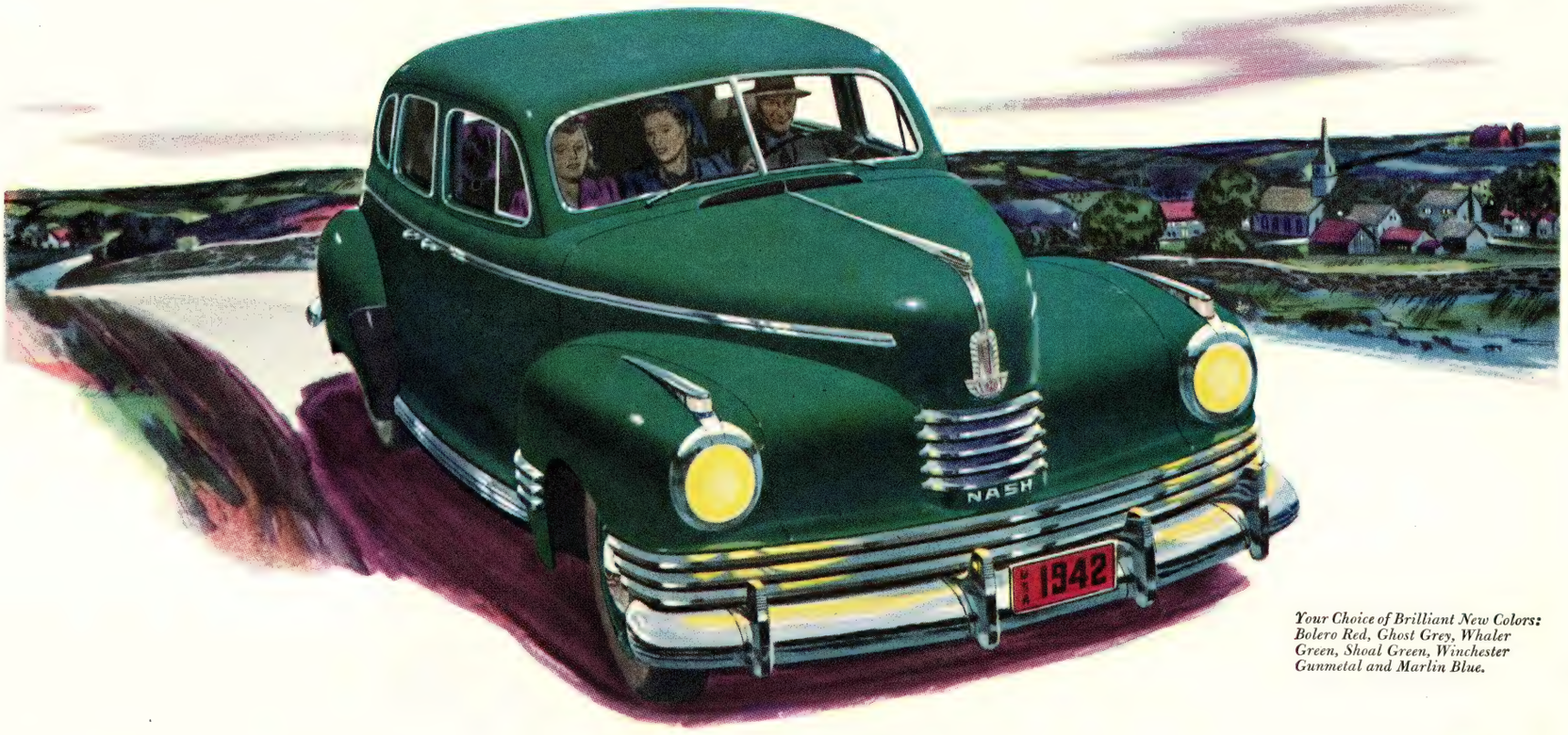
Go NASH
AND SAVE MONEY EVERY MILE

$755 BUYS THE BIG SEDAN illustrated above. *All prices delivered at Factory include standard equipment and Federal tax. Weather Eye, Convertible Bed, Fourth Speed Forward, White Side Wall Tires, Two-tone Paint and Deluxe Bumper Guards are optional extras.

OTHER PRICES AS LOW AS... $720*

(Prices subject to change without notice)

What's this "Million Dollar Beauty" Doing in the Lowest-Price Field?



Your Choice of Brilliant New Colors: Bolero Red, Ghost Grey, Whaler Green, Shoal Green, Winchester Gunmetal and Marlin Blue.

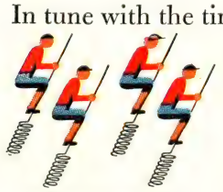
Imagine—this big 1942 Nash goes 25 to 30 Miles on a Gallon of Gasoline *at Highway Speed!*

ALL AMERICA loves a beautiful car, and what welcome news it's getting!

The smartest new 1942 car has turned up in the *lowest-price* field—and it's a Nash. You can *see* why they call it the "Million Dollar Beauty." Look at the massive front end, the power-packed lines!

• Yes—*this* is the car that solves that big 1942 problem of *how to cut your motoring expenses!*

In tune with the times, this big Nash is engineered to cruise *500 to 600 miles on a single tankful of gasoline.*



Coil Spring Comfort on All Four Wheels

But here's even more news about Nash! The steering, the riding comfort, the performance that thrilled America last year have been *still further* advanced!

Actually, it's years ahead in handling—with Two-way Roller Steering.

It's years ahead in safety because it's built a revolutionary new way—frame and body are one welded unit, 57% more rigid.

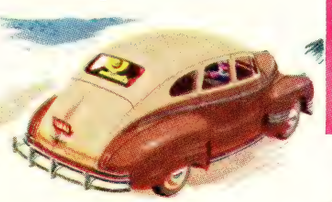
From Washington to Ski-land —on a Tankful of Gas!

• It's years ahead of the rest, with the smoothest kind of ride a car can offer you—coil springing on all four wheels.

It's years ahead . . . with such unmatchable optional features as Nash Conditioned Air for winter driving . . . "Sedan Sleeper" Bed.

3 Great Series—15 Brilliant Models

Greater than ever, too, are the 1942 Nash Ambassador "6" and "8". New engine development makes them amazing performers. Still in the low- and medium-price fields!



Fact is—in design, engineering and quality, it's the finest car that Nash has ever built. A car built to bring us thousands of new friends when the days of restriction are over.

Seats Wide as Living Room Sofas!

• Come and spend just 15 minutes with this "Million Dollar Beauty" . . . and see for yourself how little a mile can cost!

NASH

THREE NEW SERIES OF FINE MOTOR CARS

Sixes and Eights

Already—the 1942 Sensation!

THIS "MILLION DOLLAR BEAUTY" IS STEALING THE SHOW IN THE LOWEST-PRICE FIELD!

IMPORTANT! You can still buy a Nash for only one-third down, balance in 18 months—your present car may cover, or will apply at full trade-in value, on the down payment.

Specifications subject to change without notice

Saving money was never so much *fun* before—
25 to 30 miles on a gallon of gas *at highway speed!*

ALL OVER AMERICA they're stopping and staring . . . looking at that massive front end . . . admiring those racing lines.

People *still* can't believe that this "Million Dollar Beauty" costs so little to buy and run.

• But already the word is coming back . . . from every highway . . . from thousands of new owners . . . "*Even a greater car than last year's sensational Nash!*"

They report 25 to 30 miles on a gallon at highway speed . . . trips of 500 to 600 miles on a *single tankful of gas!* (And you can imagine the money they're saving.)

They say that Four-wheel Coil Springing gives a ride unmatched by any other car in their experience. They say that Two-way Roller Steering makes an amazing difference in traffic quickness, and parking ease.

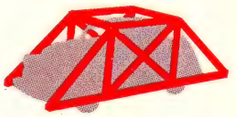
No doubt about it, the 1942 Nash is the *news* in the lowest-price field.

It is the only car at the price that's built as a single piece—body and frame are *one welded unit*, 57% more twist-proof.

It's the only car that offers you a "Sedan Sleeper" Bed for summertime trips . . . a new Conditioned Air System to turn your winters into summertime comfort.

• In design, in features, and in economy—it's so far ahead of the times, it will be *new for years to come!* In every detail of construction, it's the *greatest car* that Nash has ever built.

Come down—put this "Million Dollar Beauty" through its saving paces!



New Kind of Body Built Like a Bridge

You Make Your Own Weather in a Nash

3 GREAT SERIES—
15 BRILLIANT MODELS

Greater than ever, too, are the 1942 Nash Ambassador "6" and "8". New engine development makes them more brilliant performers than ever. Still in the low- and medium-price fields!

NASH

THREE NEW SERIES OF FINE MOTOR CARS

Sixes and Eights

500 to 600 Mile Trip on a Tankful

Now there's a "Million Dollar Beauty" in the Lowest-Price Field!

It's the 1942 Nash . . .
and it Goes 25 to 30 Miles
on a Gallon of Gasoline
at Highway Speed

TODAY, a "Million Dollar Beauty" arrives in the lowest-price field — the 1942 Nash. A car so big, bold and dazzling, so massive in front, so clean and swift of line, that not even this picture can tell you what it's like.

But what this beauty *does* is even more thrilling. Right in line with America's need for lower motoring costs, it offers even greater savings than the record-breaking economy of last year's Nash.

● It goes *25 to 30 miles on a gallon* at highway speed . . . more than 500 miles on a tankful of gasoline.

So economical, you could drive all the way from New York to California with only *five* stops for gas! And save money on oil, tires and repair costs, every single mile you go!

And there's still more news! Steering is even *easier* than last year's Nash that owners claimed was the easiest car in the world to drive. In merely a short trip, the ease of Nash's new Two-way Roller Steering actually saves you tons of effort.

● Fleet as was last year's Nash, this new "Million Dollar Beauty" has even better pickup.

Never have you felt a car ride like it! Around sharp curves, it fairly grips the road. On a rutted country lane the bumps are smoothed away. Nash is the first low-price car to have soft coil springs on *all four wheels*.

From the very way it's built — body and frame *one* welded unit — it's a *new kind* of car. No other is like it, or offers so much.

You can have a "Sedan Sleeper" Bed for summertime trips . . . a Weather Eye Conditioned Air System to forever banish chills and dust and stuffy air.

● In design, in engineering, in features, this is the finest car ever to carry the Nash name. The car it will *pay you* to drive. The car that offers everything you want — and still costs you the *very least to own and run!*

See it today — the most beautiful car ever built for the *lowest-price* field. Then take a "million dollar" ride in this "Million Dollar Beauty". Better place your order *quick*—there may not be enough to go around!

New Engine Development in the 1942 Nash Ambassador "6" and "8"

Companion cars to the Nash "600", the 1942 Nash Ambassador "6" and "8" are greater than ever. See and test the amazing new engine principle that increases economy, pickup and speed as much as 11%.

NASH

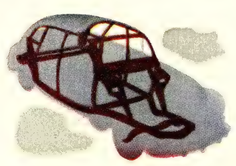
THREE SERIES
OF FINE MOTOR CARS
Sixes and Eights

COPR. 1941, NASH-KELVINATOR CORP.

Here's the Car of the Hour . . . with traditional Nash Dependability and Long-Life . . . with the New Motoring Economy America needs . . . with New Steering Ease and Riding Luxury that will Thrill you as No Car has ever done before!

On Display now At all Nash Dealers

ONLY NASH IN THE LOWEST-PRICE FIELD OFFERS ALL THESE GREAT FEATURES!



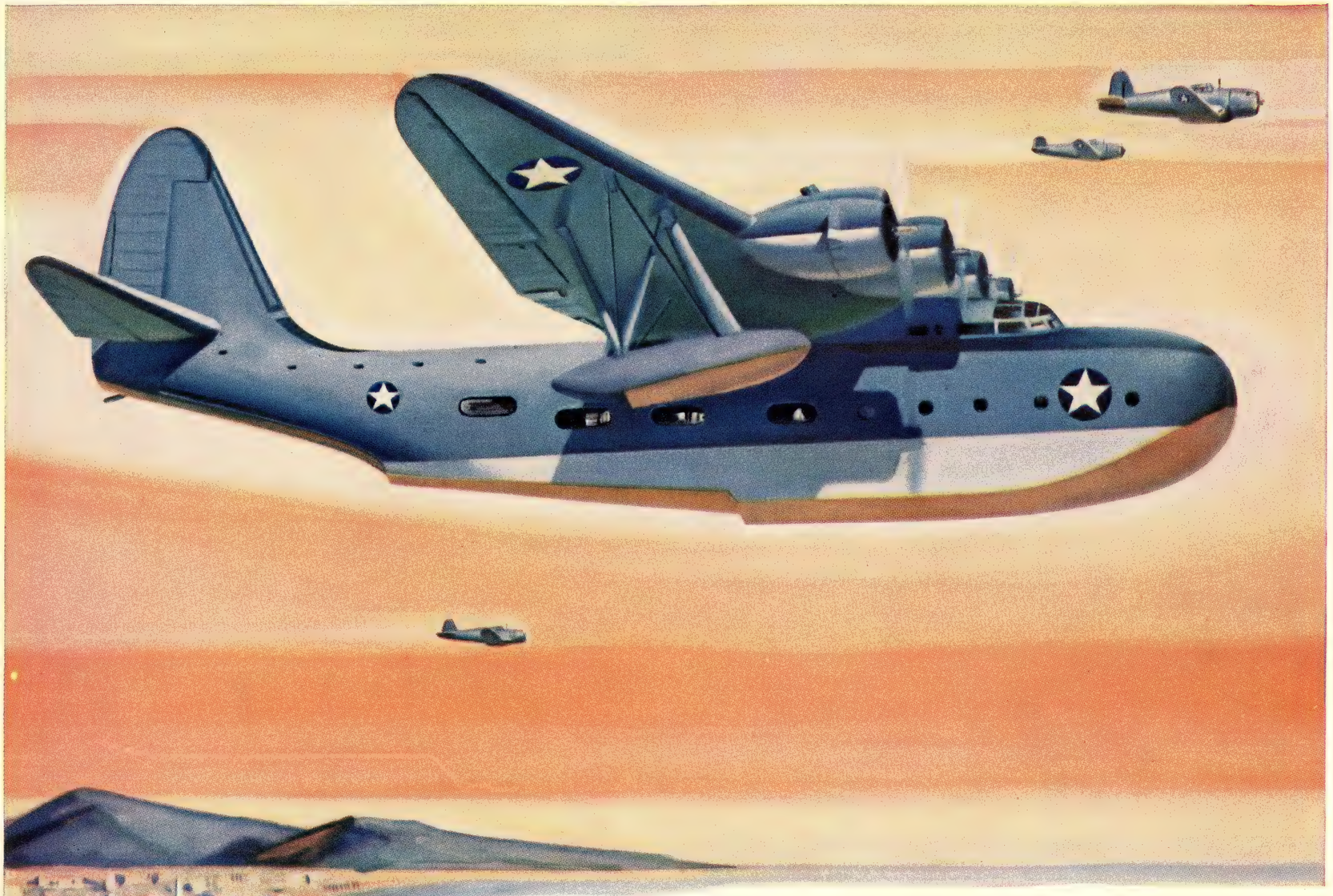
No "split" body and frame here! Nash *alone* among low-price cars uses this latest airplane construction — frame and body are *one* welded unit of continuous girders, 57% more resistant to twisting. Protection is *around*, and not just *under* you.

Coil springs on the rear wheels, too! A special Nash type—softer in action, yet proved safe in 300,000,000 miles driving. It's the finest kind of springing system a car can have, yet it's yours in a Nash in the lowest-price field.

Yes, you can drive a Nash in midwinter in a bathing suit, if you like. The world's first cars with Conditioned Air Systems, Nash provides fresh air comfort the year 'round . . . keeps you warm at zero, ends smoky, dusty, stuffy air.

You'll feel all the roominess and comfort of modern divans. The front seat's nearly five feet wide . . . and there's amazingly more headroom. The rear seat, in sedan models, can be quickly converted into a big double bed for overnight trips.

Coming *or* going, it's truly the "Million Dollar Beauty" of the lowest-price field. In glorious new colors . . . Bolero Red, Ghost Grey, Shoal Green, Winchester Gunmetal and Marlin Blue.



A REFRIGERATOR AND AN AUTOMOBILE GO TO WAR!

IT hurtles across the Atlantic between dawn and dinner-time. . .

A huge new cargo-carrying flying boat . . . with squads of soldiers, guns and ammunition . . . a freight-car load of what it takes to smash an enemy.

This, Mr. Hitler — is a picture of a refrigerator and an automobile *going to war*.

Not by ones or twos—but *in fleets*—these ocean-jumping Vought-Sikorskys will be sailing from Nash-Kelvinator assembly lines — ready to fly the fight and might of the U. S. Navy to war.

And when they stretch their wings around this world, there will be proud new Navy *Corsairs* to protect them—new fighting ships that can fly the wings off any Axis 'plane now known!

The *Corsair*, too, carries the colors of Nash-Kelvinator. Its powerful 2,000 h.p. super-charged high-altitude engine is a *quantity* assignment for the men who made last year's automobiles and refrigerators . . . men who have already built thousands of propellers for the Jap-blasting and U-boat-hunting fliers of the United Nations.

This is just a sample, Mr. Hitler, of our 1943 models. Just a picture of what one company is doing—in meeting and beating a production schedule four times greater than our best peacetime year. And all America's in the fight—buying War Bonds, getting in the scrap metal —in this war *to win!*

So your happy dreams are about over, Adolf — a Nazi nightmare is turning true. The sky is getting darker in the west—the wings of vengeance are coming!

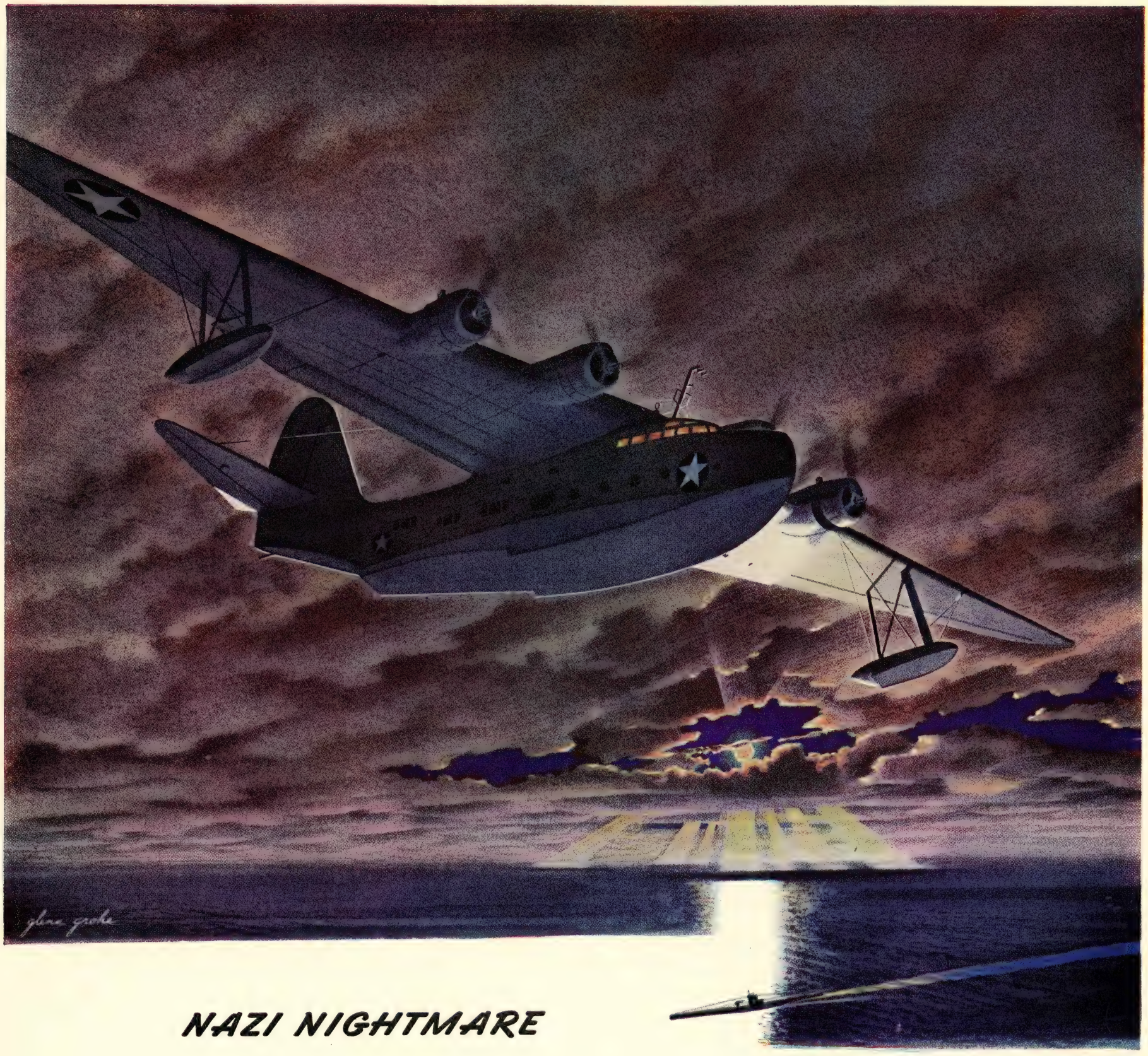
NASH-KELVINATOR CORPORATION

NASH KELVINATOR

PRATT & WHITNEY HIGH-ALTITUDE ENGINES

VOUGHT-SIKORSKY FLYING BOATS

HAMILTON STANDARD PROPELLERS



NAZI NIGHTMARE

AGAINST the moon, a mist-shrouded phantom is flicking across the Irish sea.

Faster and blacker than the hounds of hell it goes . . . higher, more ominous than the Flying Dutchman of yore—it's a nightmare, a Nazi nightmare coming true.

For these wings—stretching across the sky—are tipped with the stars of the U. S. Navy. And that big black belly is fat with freight. Cargo picked up in Canada a few hours ago for delivery tomorrow in Gibraltar. . . or Cairo . . . or Murmansk.

This is *Convoy 1943*—a never-ending bridge of torpedo-proof ships across the world's ceiling.

Already these great four-engined Vought-Sikorsky flying boats are in service and, as cargo carriers, they will soon be coming from Nash-Kelvinator assembly lines in great numbers.

In other Nash-Kelvinator plants more bad dreams are brewing for Hitler. Here in the making are 2,000 H.P., supercharged, high-altitude engines that will give America the highest-flying, fastest Navy fighter in the world—the *Corsair*.

And already have come thousands of propellers for United Nations bombers—turning those nightmares into nights of screaming reality.

Let this be an example, Hitler, of how America is fighting this war—men who yesterday made refrigerators and automobiles are now turning out more deadly, precise instruments of destruction than a Nazi mind ever conceived of. And we are *all* in this fight to win—buying War Bonds . . . bringing in the scrap for victory.

So sleep while you can in Berchtesgaden . . . or Berlin . . . take your rest in Tokio. *The awakening is coming!* The might of America is on wing.

• • •

NASH-KELVINATOR CORPORATION

NASH KELVINATOR

PRATT & WHITNEY HIGH-ALTITUDE ENGINES

VOUGHT-SIKORSKY FLYING BOATS

HAMILTON STANDARD PROPELLERS

IT'S WAR ON WINGS!

SOMEWHERE on the other side of the submarine-infested Atlantic a giant flying freighter drops to harbor—with Navy guns and supplies that "*have to get through*" . . .

And far on the other side of the world lands another great Navy bird of war . . . to unload its cargo of ammunition in a remote Pacific harbor that's rimmed with shell fire.

This is a picture of war on wings—of "freight cars" winging across oceans at a 200-mile-an-hour clip right to the fighting line. Each plane so colossal in size that 20 Nash automobiles could park on its wings.

Building 'planes like these—giant Vought-Sikorskys—is an honored responsibility of Nash-Kelvinator.

And it's only a *part* of the work that's going on in the same buildings where yesterday cars and refrigerators were made.

Another Nash-Kelvinator responsibility is the building of 2,000 H.P. engines—most powerful supercharged engines ever put in our aircraft—for the *Corsair*, the Navy's highest-flying fighter plane.

And already from Nash-Kelvinator have come thousands of propellers now speeding big bombers to the battle fronts.

It's *war*—and war on *wings* . . . a war Nash-Kelvinator men are helping to fight. . .

At forges and lathes—day and night—these veterans pour their hate for Hitler through smoking steel, just as their sons are doing with gun and bayonet—and just as *all* Americans in every factory, home and farm are working and fighting today—and buying Bonds and saving scrap—to *win this war.*

Is this what you meant, Hitler, when you said Americans were too soft to fight?

• • •

NASH-KELVINATOR CORPORATION

NASH KELVINATOR

PRATT & WHITNEY HIGH-ALTITUDE ENGINES

VOUGHT-SIKORSKY FLYING BOATS

HAMILTON STANDARD PROPELLERS

NASH-BUILT ENGINES WILL BLAZE A ROAD TO VICTORY

In the new battle-field of the sky—where war was never waged before—it's a freezing 50° below zero, and air is one-fifth of its sea-level density. Ordinary engines would starve and die.

Yet into these shuddering heights a plane is lifting—soaring up like a rocket. Through his oxygen mask the pilot is confidently smiling—and the mighty song of the engine never falters.

It's the U. S. Navy's *Corsair*—a ship designed to outclimb, overtake and outfight any known Nazi or Jap in the sky!

Its secret—a mighty 2,000 horsepower Pratt and Whitney engine, super-charged a new way for high-altitude combat—an engine that will be built *in quantity* by the men of Nash and Kelvinator.

Look again in the far-flung reaches of the sky—

Soon there will be full fleets of great, four-engine flying boats bearing large numbers of fighting men and gigantic loads of matériel for the U. S. Navy! These cargo carriers will be built by Nash-Kelvinator.

Look farther—thousands of planes of many types are already flying to battle fronts of the world on propellers made by Nash-Kelvinator.

This is our job—and we are *in it to win*—with all the strength and skill and production genius we can muster.

And when that great day finally comes—when the last Nazi swastika is shot out of the sky—then you will find that from the crucible of war the men of Nash and Kelvinator have brought new skill into building the automobiles and refrigerators for America at peace.

NASH-KELVINATOR CORPORATION

NASH KELVINATOR

PRATT & WHITNEY HIGH-ALTITUDE ENGINES

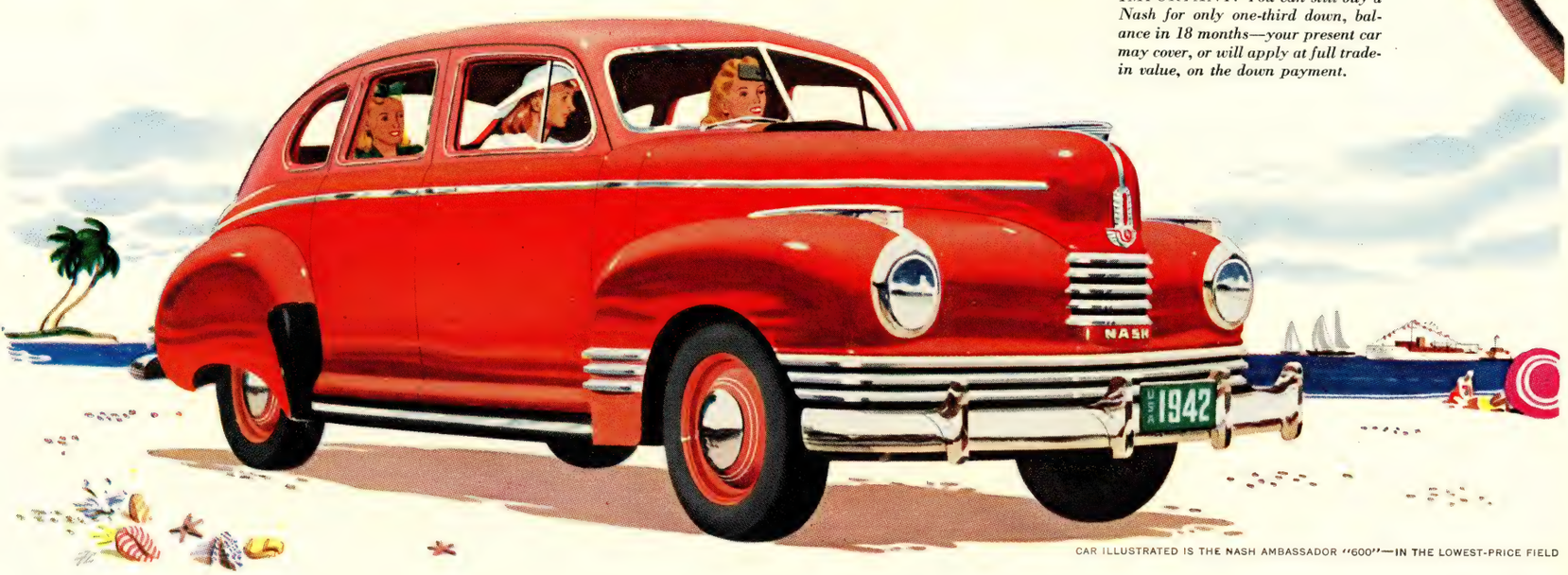
NAVY'S GIANT VOUGHT-SIKORSKY FLYING BOATS

HAMILTON STANDARD PROPELLERS

This New Kind of Car Goes 25 to 30 Miles on a Gallon!

AT HIGHWAY SPEED!

IMPORTANT! You can still buy a Nash for only one-third down, balance in 18 months—your present car may cover, or will apply at full trade-in value, on the down payment.



CAR ILLUSTRATED IS THE NASH AMBASSADOR "600"—IN THE LOWEST-PRICE FIELD

And you get the best of everything in this big, 1942 Nash that's in the lowest-price field!

HERE'S NEWS to gladden your heart—a way to "save your way" through the new year, and actually enjoy it.

Just take this big, handsome Nash out on the highway, and see how it's done.

Watch it tick off those measured miles—25 to 30 on a gallon of gas . . . at the rate of 500 to 600 miles on a tankful!

Amazing? Yes—but you haven't seen anything yet! This big Nash scampers through traffic like an All-American half-back going into action. Rides the curves like a locomotive. Streaks over winter ruts as serenely as a gull clipping the waves.

Thrifty! Over 500 Miles on a Tankful

While there you sit—your hands barely moving on the wheel—enjoying the fresh May warmth of a Nash Conditioned Air System.

Everything you see and feel tells you it's a *new kind* of car. *New* in its welded unit body-and-frame. *New*, with its Two-way Roller Steering. *New*, with a "Sedan Sleeper" Bed for trips.

Smooth sailing on 4-Wheel Coil Springs!

Here's everything you ever hoped to see in an automobile—in a *low-price* Nash! Built to serve you, and save you money throughout the coming years, as only a Nash can do.

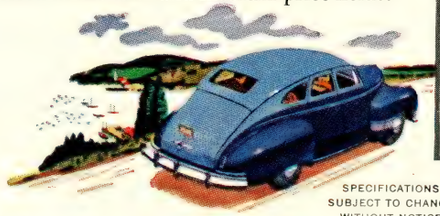
Because of rising costs and uncertainty about the future, choosing the *right* new car is mighty important. Make it a good one. Make it a *Nash*, the best investment on the road.

Fast as a polo pony in Pickup, Steering

See your Nash dealer today and go for a "Conditioned Air" ride, in this new kind of car.

3 GREAT SERIES—15 BRILLIANT MODELS

In addition to the amazing new Nash "600", the famous Nash Ambassador Sixes and Eights are more brilliant performers than ever. New engine development! Still priced in the low- and medium-price fields!



SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE

NASH

THREE NEW SERIES OF FINE MOTOR CARS

Sixes and Eights

ICE CUBES FOR JAPAN!

Listen, Tojo—when you hear that *karrump* some night and the factory walls start sliding into the sea—look out, it's one of those new "ice cubes" from Nash-Kelvinator!

We are building *plenty* of them just for you—huge Kelvinators that fly and ice cubes that hurt.

Monster metal-bellied flying boats—growing on Nash-Kelvinator assembly lines—to whisk the Navy's men and material to any spot you raise your head! Giant Vought-Sikorsky cargo carriers built *complete*—and not in ones or twos, but in fleet upon fleet!

Want to hear some more?

Then listen—that angry hum coming out of the East—

They are the propellers built by Nash-Kelvinator, built by the many thousands!

And that mighty roar you'll soon be hearing is the voice of the most powerful engine ever placed in a pursuit ship. It will take the Navy's new *Corsair* higher, faster than any "Zero" in your stable.

They're coming, Tojo—coming from men who, in building last year's refrigerators and automobiles, thought only of a nation's health and happiness.

But now, it's hate and vengeance and the remembrance of a thousand Axis wrongs that are guiding their hands . . . beating every production record in Nash-Kelvinator history by two and three.

Look out, Tojo, *the nights are growing longer.*

• • •

NASH-KELVINATOR CORPORATION

NASH KELVINATOR

PRATT & WHITNEY HIGH-ALTITUDE ENGINES

VOUGHT-SIKORSKY FLYING BOATS

HAMILTON STANDARD PROPELLERS

IN WHICH WE

This is the story, briefly told, of men and women who turned from the arts of peace to the grim trade of war. And in their story of individual achievement you may read the story of America—the epic victory of a free way of life over dictatorship.

In December, 1941, the men and women of Nash-Kelvinator were building the revolutionary Moist-Master Kelvinator Refrigerator, to keep the food in peaceful American homes fresh and appetizing and healthful. In 1941 the men and women of Nash-Kelvinator were also building a new type of automobile, designed years ahead on aerodynamic lines, and giving as much as twenty-five to thirty miles per gallon of gas at highway speeds.

And then, virtually overnight, these men and women so well versed in production for peace, turned to production for war.

Now in this December, two years after Pearl Harbor—what account can we and they render of our war years?

This . . .

Here at Nash-Kelvinator, having never built a propeller before, we are building intricate Hamilton Standard propellers for these famous American and British bomber, transport and cargo planes . . . Flying Fortress, Liberator, Mosquito, Mitchell, Lancaster, Baltimore, Dauntless, Havoc, Skytrain and Skytrooper. You have seen their names, and read their records in the ruins of enemy ships, and cities, and armies. Now we have become the largest manufacturer of this type of aircraft propeller in America.

Here at Nash-Kelvinator, having built great automobile engines, we are building great aircraft engines . . . 2,000 h.p. Pratt & Whitney super-charged, eighteen-cylinder, air-cooled engines that power the mighty Vought Corsair fighters of the U. S. Navy. And these great planes driven at speeds approximating 7 miles a minute, to altitudes of over 7 miles by these great engines—miracles of craftsmanship containing more than 10,000 separate parts—are the planes that are helping to break the back of Japanese air power in the South Pacific.

Here at Nash-Kelvinator, having built great cars, we are readying our production lines to build Sikorsky helicopters for the Army Air Forces. When and where and how the Army will use this new marvel of the air, which can rise vertically, hover

SERVE FREEDOM...

motionlessly, fly forward or backward, is a military secret. But this can be told—this newest aerial marvel of the United Nations will be built only by Nash-Kelvinator and its designers, the Sikorsky Division of United Aircraft Corporation.

Here at Nash-Kelvinator, having a reputation for precision manufacturing, we are building governors for the propeller mechanisms of Flying Fortress, Douglas, Consolidated North American, and Martin bombers—and Navy PBY1 and PB4Y1 patrol bombers. And, again because our men and women are craftsmen and precisionists, we are now one of the largest manufacturers of binoculars in the world—supplying the U. S. Army on most of the world's battlefronts.

And in addition, here at Nash-Kelvinator, we are producing parts for submarines, cargo ships, and Army trucks, trailers, jeeps and tanks.

In this brief period of less than two years, Nash-Kelvinator facilities have been expanded tremendously in Milwaukee, Kenosha, Detroit, Grand Rapids and Lansing . . . and our production for war is now virtually double our former production for peace.

This is how the men and women of Nash-Kelvinator have served America . . . have served you . . . are serving freedom. This is the story of how free men and women driven only by the compulsion of their will to stay free, their desire to keep America always a land of progress and individual opportunity, have helped perform the miracle of production that is now smashing our foe on every front.

This is the story of how they are working day and night to hasten Victory so that they may turn once again to peaceful things—to the building of an even finer Kelvinator, an even greater Nash.

This is their story . . .

This is the history of America.

• • •

NASH-KELVINATOR CORPORATION

Kenosha • Milwaukee • DETROIT • Grand Rapids • Lansing

The men and women of the Propeller Division of Nash-Kelvinator Corporation have been awarded, and proudly fly and wear, the famous Army-Navy "E" for High Achievement in War Production.

NASH AUTOMOBILES

KELVINATOR REFRIGERATORS • ELECTRIC RANGES

"I HEAR VOICES STRANGELY YOUNG..."

We wait . . .

The whole ship waits, suspended here for just this tick of time in silent space, while wounded men are ferried from the shore.

They are coming now . . . I can see the outline of their bodies etched against the sea's deep blue . . . and soon we'll know their names, their hopes, their fears . . .

But now, across the water, they are only voices . . . strangely young . . . and full of faith in Victory and dreams of home.

Now, swinging closer, the very surf-beat on the shore seems like the pulsing rise and roar of chorused voices . . . a swelling, lifting tide that soon I know will sweep these beaches and this world clean of war and bring back to the shores of home men whose voices must and will be heard.

They are going home . . . home to the America they've dreamed of for so long . . . where they can have again the freedom they gave up to fight for freedom's sake . . . where they can hold their heads up and walk again in peace. Home . . . where they can help build a new America and a new and finer world than they've ever known . . . where new careers and new futures will give meaning to their sacrifice and pain.

Across the miles that lie between, they'll dream of home.

Keep it for them the way they see it now . . .

The way they want it to be—when they come back.

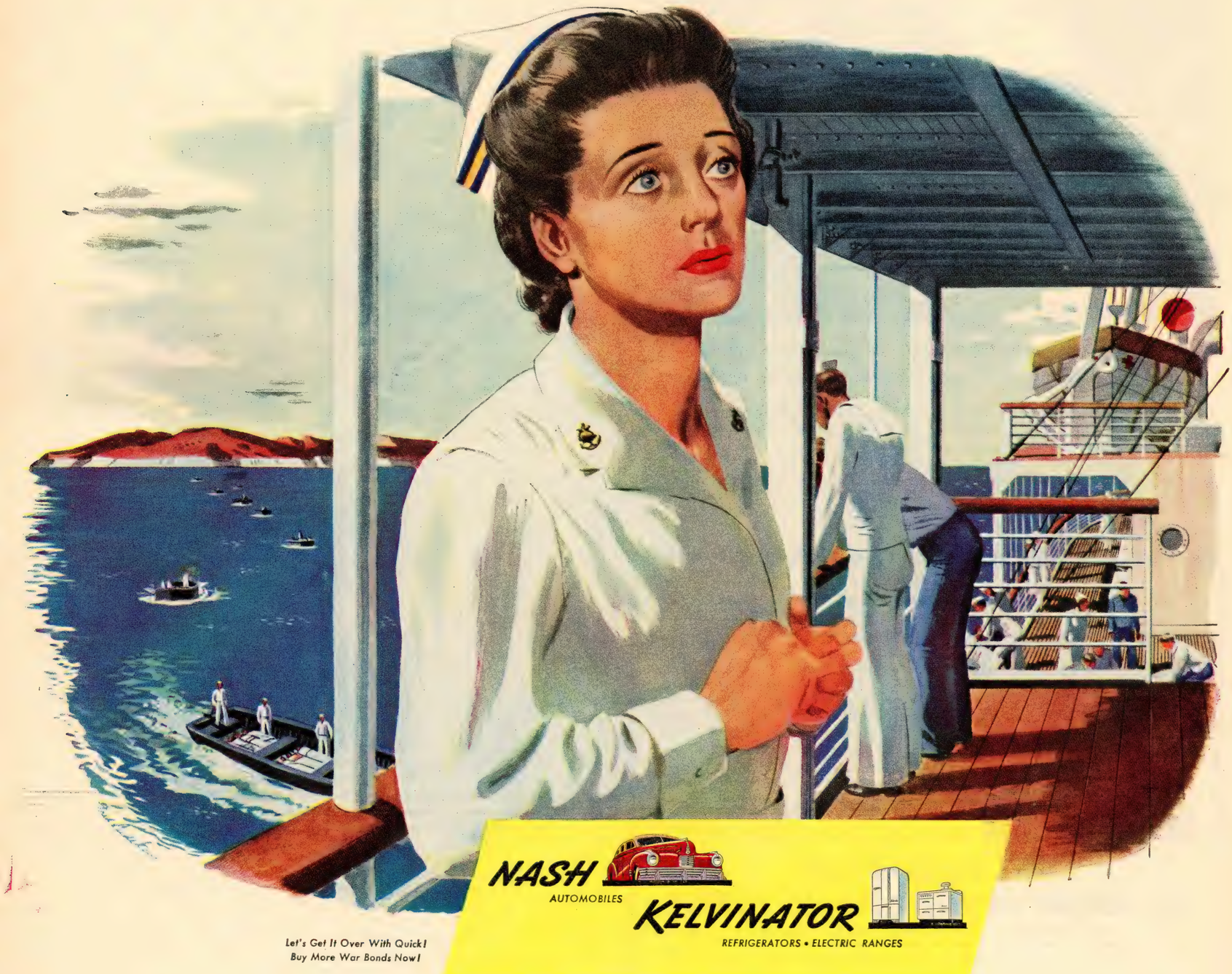
Night and day we're driving on to Victory ...building 2,000 h.p. Pratt & Whitney engines for Navy Vought Corsair and Grumman Hellcat fighting planes . . . making intricate Hamilton Standard propellers for United Nations bombers . . . readying production lines to build Sikorsky helicopters for the Army Air Forces . . . producing many other important items of ordnance...

For we believe we can and must win this war soon . . . help bring our sons and brothers back again to jobs and homes and even better futures than they had before. And, together, turn to peaceful things—to the building of an even finer Kelvinator, an even greater Nash.

The Army-Navy "E" awarded to Nash-Kelvinator Corp., Propeller Division.

NASH-KELVINATOR CORPORATION

Kenosha · Milwaukee · DETROIT · Grand Rapids · Lansing



NASH AUTOMOBILES

KELVINATOR REFRIGERATORS • ELECTRIC RANGES

Let's Get It Over With Quick!
Buy More War Bonds Now!

SOMEDAY I'LL FIND YOU...

When you went away, my heart went with you. . .

And when, months later, the words "missing in action" blurred and jumbled and grouped again before my eyes, I felt I would never see your face, never hear your voice, never feel the touch of your hand—and the long, lonely aisle of years stretching out ahead seemed more than I could bear.

Yet I know that what you were fighting for . . . the things you were willing to give your life for . . . were worth your sacrifice and mine. . .

To keep on living I *had* to become a part of something bigger than myself. I had to know that I was carrying on your fight . . . fighting in *my* way for everything that meant so much to you. . .

And so, I enlisted, too.

Now, here, in the hush of this sacred place . . . seeing how bomb-shattered arches still bravely pattern the English sky and ruined spires lift Heavenward a still undaunted cry of hope and faith . . . I know that some day I'll find you. Somehow, some time, some place, I'll meet you again face to face.

Some day, when peace at last has come, we'll all go home together with what we're fighting for securely won. Home to the America we've always known . . . where there is liberty for all . . . and for all of us the opportunity to make our lives what we want them to be . . . where we are free to build an even better land, where our children and their children can live in endless peace and security.

That's why we went to war . . . that's what we believe is worth fighting for. I pray they'll keep it that way until we come back.

• • •

The men and women of Nash-Kelvinator are building 2,000 h.p. Pratt & Whitney aircraft engines for the Navy's Vought Corsair fighters . . . Hamilton Standard propellers for United Nations bombers . . . readying production lines to build Sikorsky helicopters for the Army Air Forces . . . producing many other important items of ordnance . . . working to hurry the day when our sons and daughters will come back, when once again we may turn to peaceful things, to the building of an even finer Kelvinator, an even greater Nash!

NASH-KELVINATOR CORPORATION

Kenosha · Milwaukee · DETROIT · Grand Rapids · Lansing

NASH AUTOMOBILES KELVINATOR REFRIGERATORS AND ELECTRIC RANGES

The Women's Army Corps needs you to free a man to fight. Follow your heart. Enlist today!

"WHEN YOU COME BACK TO ME..."

I know you will come back to me. I've never doubted that, ever!

And when you do come back, you will find, just as you left them, everything your letters tell me you hold dear. I will be wearing the same blue dress I wore the day you went away. And on my arm the silver bracelet you gave me last April on our anniversary.

And, waiting for you, the children will be first to hear the sound of your step on the walk, and the quick way that you and only you open and shut the old white gate.

How they will run to greet you, far out-racing my own swift step, meeting you with shouts and laughter, before I have even reached the door!

Inside, in the living room, you'll find your easy chair, your footstool and your slippers, just as they always were each night before you went to war.

When you come back to me, you will find nothing changed. Those at home promise that.

Here in your town, your children are still free to sleep and laugh and play . . . still free to look to the sky, clear-eyed and unafraid.

Our house still stands, white and lovely as it always was, and down the street the maples march straight and tall, unwithered by the heat of war! And every Sunday, steeple bells still ring and in our church we still sing hymns to God.

I've told the children, and I tell myself, this is what you're fighting for! These are the big and little things worth waiting for. The things that make our lives worth living, that make this war worth winning.

We are so proud of you.

Proud that you are making sure that hate and greed and tyranny will never rise to threaten us again.

And we are proud to make our own sacrifices, knowing that they will help to bring you back to us sooner.

Back home to the same town, to the same job you liked so much . . . to the same America we have always known and loved . . . where you can work and plan and build . . . where together we can do the things we've always dreamed of . . . where we and our children are free to make our lives what we want them to be . . . where there are no limits on any man's, or any woman's, or any child's opportunity.

You've said, "That's the America I want when I come back . . . don't change that, ever . . . don't let anyone tamper with a way of living that works so well."

Never fear, darling—that's the way we *all* want it.

Everything will be here, just as you left it, just as you want it . . . when you come back to me!

• • •

Dedicated to the loved ones of America's fighting men who, here at home, are fighting their fight . . . keeping for them until they come back, the same America they knew before they went to war.

• • •

NASH-KELVINATOR CORPORATION, DETROIT

If you would like copies of "When You Come Back To Me," for yourself and to enclose in your next letter to someone in our fighting forces, we will gladly send them to you upon request.

Buy War Bonds—accept rationing cheerfully—speed the day of Victory!

NASH KELVINATOR

In War, Builders of Pratt & Whitney Engines and Hamilton Standard Propellers.
In Peace, Nash Automobiles, Kelvinator Refrigerators and Appliances.

BLADES OF WRATH

THROUGH the mist of an English meadow comes a gigantic bomber.

Across its battle-scarred nose is painted the name . . . *Spirit of Coventry*. And as the setting sun catches the spin of its "props," it lifts its great wings and is gone.

Soon the sky above rocks with the roar of hundreds of Lancasters. From Suffolk . . . and Kent . . . and Coventry they rise . . . from every corner of England they come. The greatest striking force man has ever launched in the skies!

There will be blood on the moon tonight in Germany . . .

• • •

Night after night propellers made by Nash-Kelvinator have carried these crusading hosts on high . . .

First on Britain's great Lancasters and now on many of America's planes —these staunch blades of wrath are veterans of hundreds of "fiercely opposed operational flights."

Each blade is so beautifully machined and matched with its brothers that a puff of a man's breath sends them turning in a fifteen-foot arc! Yet so powerful that they help take a thirty-ton bomber aloft and pull it along at 300 miles an hour.

A miracle of precision workmanship! Yet—this is only one of the many war production jobs entrusted to the skilled craftsmen of Nash-Kelvinator, who yesterday made refrigerators and automobiles.

All that we have—in men, machines and skill—is being poured into the job to get it done . . .

For they are *our* sons, too . . . those fearless fighters of the sky.

NASH-KELVINATOR CORPORATION

Let's keep the battle rolling—with War Bonds and all the scrap we can collect!

NASH KELVINATOR

Our duty is twofold: To help build weapons for Victory and to help build the kind of America our boys have a right to expect when they come home.

NOT ALONE...

"Funny how you get to thinking up here in the hell of battle. Somehow, pictures of home keep flickering through your mind...

"A second ago, to your Axis foe, you were a harmless dot in the sun. And now —a blazing battery of wrathful guns!

"Strange that as you watch him begin to smoke and turn away and drop, you see yourself in your mother's busy kitchen, leaning against the wall and talking—or all at once, above the engine's roar, you hear your brother singing beside you.

"And suddenly you know that, after all, *you and your Corsair are not alone!*

"Strange, too, to know that the extra power that helped you to victory came from an engine built by men who once made peaceful things—like the refrigerator standing in your kitchen or the car parked at your front door.

"Strangest of all to think that the 'N-K' brand your engine bears may have been put there by your father's hands, in the factory out home."

• • •

When the Navy's new Corsair fighter flies to victory, the men of Nash-Kelvinator may well be proud. For the Corsair's two-thousand-horsepower Pratt & Whitney engine is built and supercharged to give it the edge over *any Axis plane known!*

This is our job—to make America supreme in the air. And because not just our engines and propellers but our sons and brothers are up there fighting in the sky—*we're giving it all we've got!*

So look for news from the planes winging their way over the fire-rimmed valley of the Rhine . . . the burning sands of Africa . . . the boiling waters of the South Pacific.

And listen! In the roar of their engines—you can hear the beating of our hearts!

NASH-KELVINATOR CORPORATION

Let's keep the battle rolling—with War Bonds and all the scrap we can collect!

NASH   **KELVINATOR**

Our duty is twofold: To help build weapons for Victory and to help build the kind of America our boys have a right to expect when they come home.

MOSQUITO...WITH A DEADLY STING!

"Mosquitoes" are bad in Europe this year.

Spawned and bred in Britain, these lightning-fast, plywood bombers are whining over the big Rhine cities in broad daylight, or darting in at dusk to lead the way for the big fellows . . . raising welts and leaving scars awful to Nazi eyes.

It's Britain's pride—this new "Mosquito" that's streaking over Europe—and it's propellers for the "pride of Britain" that we're building here.

They're made by the many thousands, and for other bombers, too: British Lancasters . . . American Flying Fortresses and Liberators.

Bearing these planes aloft, each Nash-Kelvinator-made Hamilton Standard propeller is an engineering masterpiece—so beautifully machined that a puff of a man's breath can set it turning.

Into these "props" the men of Nash-Kelvinator are pouring not only their skill, but their heart's blood and the sweat of their brows! For their swift hands are guided to new records of accuracy and output by the knowledge that on these blades—*there ride the lives of their own brothers, and their sons!*

• • •

NASH-KELVINATOR CORPORATION
Detroit, Michigan

Let's keep the battle rolling—with War Bonds and all the scrap we can collect!

NASH KELVINATOR

In War . . . Builders of Pratt & Whitney Engines and Hamilton Standard Propellers. In Peace . . . Nash Automobiles and Kelvinator Refrigerators.

"WHEN THE LAST BOMB GOES HOME..."

"Some dawn, our orders will come in.

"In the mist and the half light, we'll 'bomb up' as always. Strap on our parachutes. Take our places. Buckle our safety straps.

"Once again . . . familiar thunder will burst about our ears as the motors are gunned and the props bite bright circles in the air. Under our rumbling wheels the runway will tremble. Once more, the long driving rush and roar as we take to the sky!

"Some day, the cross-hairs of my sight will center a target. And at the cry 'Bombs away,' the last train will leave the bay and the last bomb will begin its long curved run to earth.

"And in its dull, exploding echoes, I shall hear the sullen crumble of walls, the crash of falling masonry and shattering glass, as the very *name* of the last stronghold of hate and lust and tyranny is purged forever from the world in one final burst of flame!

"Then—I'll turn homeward in the dusk. Home to my country, home to my town where I want unchanged, just as I left it, everything that is America to me. Everything! I hope they haven't even fixed the fence where the third picket from the gate was missing!

"Out here, America has come to mean just this to me . . . a country where I can live the way my folks and I have always lived . . . a country where there's work to do, where no one is ashamed to work, where there are no limits on a man's ambition or his opportunity to go as far as ability can take him—to grow as great as he wants to be. Whatever you do, don't change that, ever! I know now—*that's* what I'm fighting for!"

• • •

Here at Nash-Kelvinator, we're building giant new 2,000 horsepower engines for U. S. Navy Corsair *fighters . . . propellers for United Nations bombers . . . working to hurry the day when our boys will come home again, the day when we'll turn again to peaceful things, to the building of an even finer Kelvinator, an even greater Nash!*

• • •

NASH-KELVINATOR CORPORATION, DETROIT

NASH **KELVINATOR**

In War, Builders of Pratt & Whitney Engines and Hamilton Standard Propellers.
In Peace, Nash Automobiles, Kelvinator Refrigerators and Appliances.

Let's Speed the Day of Victory!
Buy More War Bonds!
Collect More Scrap!
Accept Rationing Cheerfully!

"READING BETWEEN THE LINES OF YOUR BLESSED LETTER . . ."

"Reading between the lines of your blessed letter, I feel again the warmth of your love, and your unshaken belief in our future together. Just to know there is still in the world such faith as yours is enough to keep me sane. Just to know that you somehow made a happy Christmas for the children is enough to keep hope alive.

"I shared your letter with the others. It's what they live for, too. The knowledge that our wives and mothers and sweethearts are keeping our homes together—while they help to forge the weapons that will some day set us free.

"Reading between the lines of your blessed letter, I know that once again the sirens will howl over Tokio, and bombers will fly so low we'll see the stars on their wings.

"So every day I look to the sky, waiting for them to come again. They will come—no one of us doubts that, ever. And my faith and hope in you keeps my head up and my heart high, while silently I pray for the day they'll come—to deliver us from evil—to bring me home to you again.

"Home—where I want unchanged, just as I remember them now, all the things that I hold dear. The right of a man to think and speak his thoughts, the right of a man to live and worship as he wants, the right of a man to work and earn a just reward!

"Don't *ever* let these be lost. Keep everything just as it is until I come back . . . back to America where no armed guard bars the door to liberty . . . where there will *never* be a barbed wire fence between a man and his opportunity to work and build and grow and make his life worth living—this war worth winning!"

. . .

NASH-KELVINATOR CORPORATION, DETROIT

Keep their spirits up! Write letters regularly to Fighting Men at Home and Overseas.

NASH KELVINATOR

In War, Builders of Pratt & Whitney Engines and Hamilton Standard Propellers.
In Peace, Nash Automobiles, Kelvinator Refrigerators and Appliances.

I "GREW UP" IN A FOXHOLE

I didn't think it was going to be like this the day we all marched down to the station. The band was playing and Mom and Dad and Dot were waving goodbye. And even though there were tears in Mom's eyes, I felt great.

I remember Bob Allen slapped me on the back and said, "You'll be a hero, chum." And we waved some more and the train pulled out.

I didn't know what I was fighting for then . . . but I know now.

I'm not kidding myself.

I'm not fighting for glory or medals or big parades with ticker tape and paper coming down like a snowstorm.

I'm not fighting to cram my religion or my ideas down somebody else's throat.

I'm not trying to create a new world order or a dream state.

Out here you catch on quick. In a foxhole you strip things down . . .

And what I'm fighting for is home!

For the right to come home again to the town, the folks, the girl, the job I had before I went to war. Home to America where freedom of speech means a man can grouse or praise as he sees fit . . . where freedom of worship and freedom from fear aren't just talk but are taken for granted. America, where I can live like my folks lived . . . where our way of living has always brought us new and better things . . . and where there's freedom of opportunity for every man to plan and build and grow to the top of his ability!

That's home . . . that's America to me.

Keep it that way until I come back.

. . .

Here at Nash-Kelvinator, we're building giant 2,000 horsepower engines for the Navy's Vought Corsair fighters . . . propellers for United Nations' bombers . . . working to hurry the day when our boys will come home and we can turn again to peaceful things, to the building of an even finer Kelvinator, an even greater Nash!

. . .

NASH-KELVINATOR CORPORATION, DETROIT

Dedicated to America's Fighting Men, who are once again writing the Declaration of Independence with bayonet steel and smoking guns! **THEY GIVE THEIR LIVES, WE LEND OUR MONEY, BUY WAR BONDS.**

NASH KELVINATOR

In War, Builders of Pratt & Whitney Engines and Hamilton Standard Propellers.
In Peace, Nash Automobiles, Kelvinator Refrigerators and Appliances.

"I LOOKED INTO MY BROTHER'S FACE"

Even now, I can't sleep.

All night long the distant thunder of the guns was like the sad sound of surf along the shore at Manasquan where we spent last summer. And all night long I heard again the words I said bending over the litters as the wounded came in...

"Where are you hurt, soldier?"

Now, not even the blessed numbness we pray for in this place can keep me from living over and over again the moment when, sponging away the dark red mud, I looked into my brother's face.

He said, "Don't cry, Sis." And suddenly we were children again, playing nurse and wounded soldier on the battlefield of our yard back home, and I was crying because it seemed so real and I was scared.

I grew up last night.

Out here, I've seen my share of war. Women strafed in the streets . . . hospitals bombed . . . ripped sheets, splintered beds, the living and dead tumbled together. And I've stood it, because I'm an Army Nurse and that's my job.

But a nurse is a woman, first. And when someone you love is wounded, something breaks inside, and the war hits home.

Hits home to you . . . and to your mother and dad in the little Iowa town where you were born. Hits home to the heart of America.

And then you know why we're out here. Not for glory. Not for new worlds to conquer. Not for the sake of great, high-sounding words . . .

But to make sure we keep on having the kind of America my brother and I grew up in . . . to make sure we'll always have a hand and a voice in helping to make it an even better land to live in. To make sure that we'll come home to the America we've always known . . . where we can make our lives what we want them to be . . . where we'll be free to live them out in peace and kindness and security.

That's what my brother and I are fighting for. Keep it that way until we come back!

• • •

Here at Nash-Kelvinator, we're building 2,000 h.p. Pratt & Whitney engines for Navy Vought Corsair fighters . . . making intricate Hamilton Standard Propellers . . . readying production lines to build Sikorsky helicopters for the Army Air Forces . . . working day and night to make sure our sons and brothers will soon be coming home again . . . to make certain that someday soon we'll turn again to peaceful things, to the building of an even finer Kelvinator, an even greater Nash.

• • •

NASH-KELVINATOR CORPORATION

Detroit • Kenosha • Milwaukee • Grand Rapids • Lansing

THEY ***GIVE*** *THEIR LIVES, WE* ***LEND*** *OUR MONEY.*
BUY ***MORE*** *WAR SAVINGS BONDS AND STAMPS!*

BETTER CARE Electric Salesman's Dealer LESS REPAIR

"Just keep cool, Mrs. Larsen... you've blown a fuse!"

"No, no, I don't mean *you* . . .

"And it isn't serious . . .

"What's wrong with your refrigerator is so simple, you could have fixed it . . .

"Matter of fact, Mrs. Larsen, it needn't have happened at all . . . but your refrigerator has one of the open-type units and it's occasionally necessary to clean the condenser . . . (that's the thing that looks like a radiator). Otherwise, the motor will overheat. And that's what blows fuses . . ."

Yes, we consider it part of our job today to help people keep all makes and ages of refrigerators running—some that have seen service for from ten to twenty years. And we ask you to pass the word around, if you will, to your neighbors. The older types do require occasional oiling and the condensers must be kept clean. Of course, late model Kelvinators have no such complaints, but everybody isn't lucky enough to have one of them. Someday—yes. But in the meantime, here are some suggestions that will help.

WE NEED YOUR HELP. What with the war taking our men, and refrigerators being one year older (like the rest of us), we're on the jump night and day answering calls. But we've pledged to keep you "in refrigeration." We'll do our best—and you can help plenty if *you* will.

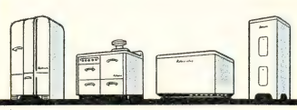
THIS "GUIDE" WILL GUIDE YOU. Kelvinator's "Wartime User's Guide for Electric Refrigerators" shows you what to look for when there's trouble . . . how to make simple adjustments or minor repairs yourself until a trained service man is available . . . how to keep your bills down and other vital et ceteras. Make it your guide . . .

"TO LESS REPAIR THROUGH BETTER CARE." As part of our "Less-Wear-and-Tear-on-Repair-Men-Program"—Kelvinator has also published a "Wartime User's Guide" on electric ranges. And remember—when you reach for a Guide instead of the phone you are helping us spread the service by saving the valuable time of willing but ever-busy service men.

N·K

KELVINATOR

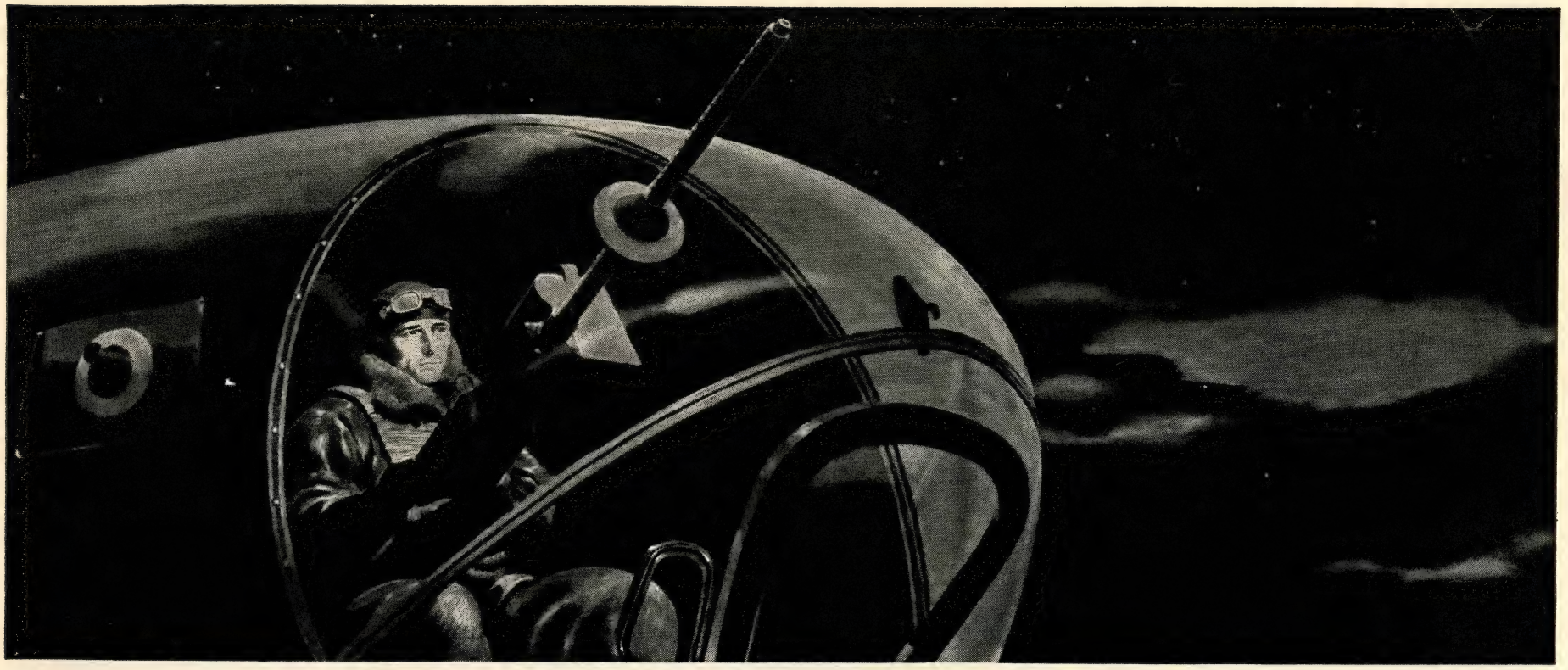
DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICH.



Electric Refrigerators • Electric Ranges
Home Freezers • Electric Hot Water Heaters

free!

Ask your Kelvinator dealer, or write Kelvinator, Dept. A, Detroit 32, Michigan, for your free copies of the "Wartime User's Guides" for refrigerators and for electric ranges. These books will help you help your Kelvinator dealer to fulfill his pledge to keep you "in refrigeration" and "cooking facilities" for the duration.



"UNTIL I COME BACK"...

WE'RE over 20,000 feet now (the coffee's frozen in the thermos) and that's the Zuyder Zee below. We must be halfway across Holland.

Funny thing what happens to a fellow . . .

Those are the same old stars and the same old moon that the girl and I were looking at last summer.

And here I am—flying 300 miles an hour in a bubble of glass, with ten tons of T.N.T.

Somehow—this isn't the way I imagined it at all, the day I enlisted. Don't get me wrong—sure I was sore at the Japs and the Nazis—but mostly, it was the thrill of the Great Adventure.

Well, I know now—the *real* reasons—why I'm up here paying my first call on Hitler.

It's only when you get away from the U. S. A. that you find out what the shootin's really about and what you're fighting for.

I learned from that Czech chap in London. The refugee, the nice old fellow who reminded me of Dad except for the maimed hands. I was dumb enough to ask about it. "I got that," he said, "for writing a book the Nazis didn't like . . ."

Then there was the captured German pilot who screamed and spit when Izzy Jacobs offered him a cigarette . . . how do fellows get that way?

And that crazy Polish pilot—the fellow who rammed the Messerschmitt. After the funeral I learned what was eating him. Seems as how he has a sister in Warsaw who had been sent to a German Officers' Club . . .

I hope to hell Hitler's home tonight . . . light and wind are perfect.

Yes, sir, I've met 'em by the dozens over here—guys warped by hate—guys who have had the ambition beaten out of them—guys who look at you as if you were crazy when you tell 'em what America is like.

They say America will be a lot different after this war.

Well, maybe so.

But as for me, I know the score . . . you learn fast over here. I know now there's only one decent way to live in this world—the way my folks lived and the way I want to live.

When you find a thing that works as good as that—brother, be careful with that monkey-wrench.

And there's one little spot—well, if they do as much as change the smell of the corner drug store—I will murder the guy.

I want my girl back, just as she is, and that bungalow on Maple Avenue . . .

I want that old roll-top desk of mine at the electric company, with a chance to move upstairs, or quit if I want to.

I want to see that old school of mine, and our church, just as they are—because I want my kids to go there.

That's *my home town* . . .

Keep it for me the way I remember it, just the way I see it now—until I come back.

NASH KELVINATOR

NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

Published in the belief that here at Nash-Kelvinator we carry a double responsibility —not only to build the weapons for victory but also to build toward the kind of a future, an American *future, our boys will want when they come back.*

★ Reprints of this Advertisement suitable for framing will be sent on request ★

"I'M NOT PLAYING FOR MARBLES..."

This is it.

We're headed straight for the open doors of hell, and when we get inside they'll slam 'em shut and lock 'em. Maybe I'll come out alive, and maybe I won't.

I'll take that chance. I'll take it because I know, now, what I'm playing for over here. And it isn't marbles.

I'm not fighting for the right to wait in line for my daily bread.

I'm not using a bayonet and a knife to carve myself a hole where I'll hide in fear for the rest of my days.

I'm not betting my life out here so anyone back there can tell me where and what and how to worship.

I'm not outguessing madmen with machine guns in their hands for the privilege of being told what to say and when to say it.

I'm fighting for freedom!

I'm fighting for the things that made America the greatest place in the world to live in . . . that are going to *keep* America the greatest place in this world to live in!

So don't anybody tell me I'll find America changed.

Don't anybody tell me there's no future any more in America.

Don't anybody tell me there's a ceiling on my opportunity to make a million or be President.

Don't anybody tell me there's a bridle and bit waiting for me with *my* name on it!

That's what took the humanity out of the men I'm up against now. And I don't want any part of it!

I want to come back to the same America I left behind me . . . where our way of living has always brought us new and *better* things . . . and always will . . . the America where there's clean, hard work to do . . . where there's freedom, and justice, and opportunity for all . . . where, if you can think and plan and act on your own, there are no limits on how high you can rise, how far you can go.

That's what I'm fighting for.

That's America to me.

Keep it that way until I come back!

. . .

NASH-KELVINATOR CORPORATION, DETROIT

Back Up Our Boys! A War Bond Dollar is a Fighting Dollar! Buy More War Savings Bonds and Stamps!

NASH KELVINATOR

In War, Builders of Pratt & Whitney Engines and Hamilton Standard Propellers.
In Peace, Nash Automobiles, Kelvinator Refrigerators and Appliances.

I'VE GOT 36 SECONDS...

It's queer, up here . . .

Falling through space, time runs out quick and your mind does tricks.

One second I'm gripping my gun while shrapnel snarls in my face, and the next—I'm back home in bed and Mom's calling, "Wake up, wake up, you sleepy head!"

It's queer, up here . . .

One second I'm watching the earth and the enemy come rushing up, and the next—I remember it's that long-ago-day in September when Joe Clark caught me climbing his apple tree and a dead branch broke and I fell.

It's queer, up here . . .

But as time flows past and hell slides nearer, I can see things clearer. And with only 36 seconds to go, I know all at once what I didn't before . . .

I'm not just a kid anymore. I know why I'm fighting this war!

I'm fighting this war for my right to live like a man, to work like a man, to think like a man—not to be herded around and driven like a sheep to the grazing ground.

I'm fighting this war for my right to be let alone . . . to do what I've dreamed of doing in a land where my future's my own—not to be led by the nose to a trough and a bag and a stall.

I'm fighting for the right to come home again to simple things . . . like taking my girl to a movie . . . or seeing a baseball game . . . or going to church . . . or driving my car to work.

I'm fighting for the America my folks and I have always known . . . where each year has always brought us new and better things . . . where there's freedom of opportunity for all . . . and it's every man's right to rise, to stand, to go ahead on his own!

That's what I'm fighting for. Keep it that way until I come back!

• • •

Here at Nash-Kelvinator, we're building 2,000 h.p. Pratt & Whitney engines for Navy Vought Corsair fighters . . . making intricate Hamilton Standard propellers and many other important items of ordnance . . . readying our production lines to build Sikorsky helicopters for the Army Air Forces . . . doing our part to keep America a land of freedom and opportunity where every man can go as far, can rise as high as his strength and ability will take him.

NASH-KELVINATOR CORPORATION
Kenosha • Milwaukee • DETROIT • Grand Rapids • Lansing

THEY **GIVE** THEIR LIVES; WE **LEND** OUR MONEY. BUY WAR BONDS.

NASH AUTOMOBILES
KELVINATOR REFRIGERATORS • ELECTRIC RANGES

"BEAR DOWN, MISTER... BEAR DOWN!"

I don't have to look at her . . .

I don't have to watch my ship die . . .

All my life long I'll see her in my mind's eye . . .

And always I'll hear the high, faint roar of planes circling . . . circling . . . circling . . . as their gas runs low and they've nowhere to go and the guys at the sticks look down and tears spill over the lids of their eyes and they stiffen their lips.

Ever lose *your* ship, Mister?

Ever lose your mother?

Ever lose your girl?

Your heart cracks and the weight on your back seems to push you under and you think you'll drown, but you don't.

You carry on, not for yourself but for the rest of the folks . . . for the family . . . the kids . . . for guys like these swimming around, circling around with night coming on and no ship to come home to and around and below only the empty sea.

But we don't want pity!

We'll come through! . . . We'll find another ship! . . . We'll get back! . . . because we're *free* men, born to be on our own . . . brought up to fight on a team or alone . . . trained to *live* for our country, not to give up and die!

So, bear down, Mister . . . bear down . . .

For every drop of blood they spill . . . for every heart they break . . . for every tear that's shed . . . for every ship that's sunk . . . for every plane it costs . . . for every man of ours who's lost . . . they'll pay with ten of their own!

Bear down, Mister . . . bear down . . .

So the freedom we want . . .

So the futures we want . . .

So the country we want . . .

Will be there when we get back!

• • •

Here at Nash-Kelvinator we're building Pratt & Whitney engines for the Navy's Vought Corsairs and Grumman Hellcats . . . Hamilton Standard propellers for United Nations bombers . . . governors, binoculars, parts for ships, jeeps, tanks and trucks . . . readying production lines for Sikorsky helicopters. All of us devoted 100% to winning this war . . . to speeding the peace when our men will come back to their jobs and homes and even better futures than they had before. . . to the day when we'll build for you an even finer Kelvinator, an even greater Nash!

The Army - Navy "E" awarded to Nash - Kelvinator Corp., Propeller Division.

NASH-KELVINATOR CORPORATION

Kenosha · Milwaukee · DETROIT · Grand Rapids · Lansing

Bear down, Mister . . .
Buy War Bonds
TILL IT HURTS!

NASH AUTOMOBILES **KELVINATOR** REFRIGERATORS • ELECTRIC RANGES

"THIS IS THE PAYOFF..."

There she sits . . .

Crouched on the sea . . . big, black . . . every inch of her a battleship . . .

And every stinking inch—Jap!

We're coming in . . .

Her searchlight blinks . . . then winks full on . . . and the glare strips us down and we're running in naked and alone . . . under her five-inch guns, under her barking pom-poms . . . twelve against twenty-four hundred . . . only two hundred to one . . . so

We're coming in!

This is the payoff . . . this is the knock-out . . . this is what we were trained for . . . this is what we teamed up for . . . *this* is war!

This is the way to attack! With the tin fish running free and hot . . . and the odds so high we're madmen or demons or gods! And our enemies' hearts pump hard and their shots go wild as they realize . . .

We're coming in to win!

This is the way to fight! Not as a slave ready to die at a dictator's command . . . but as a free man fighting to live . . . fighting for the things that make life worthwhile . . . fighting for my right to dare, to pioneer, to do great things in a great spirited way, to win great victories as a *free* individual in a land where there must always be not only liberty and justice, but the freedom of opportunity that is the breath of life to me.

That's what I'm fighting for.

That's what makes this war worthwhile.

That's what I want when I come back.

. . .

Here at Nash-Kelvinator we're building Pratt & Whitney engines for the Navy's Vought Corsairs and Grumman Hellcats . . . Hamilton Standard propellers for United Nations bombers . . . governors, binoculars, parts for ships, jeeps, tanks and trucks . . . readying production lines for Sikorsky helicopters. All of us devoted to winning this war . . . to speeding the Peace when our men will come back to their jobs and homes and even better futures than they had before . . . to the day when together we'll build an even finer Kelvinator, an even greater Nash!

The Army-Navy "E" awarded to Nash-Kelvinator Corp., Propeller Division.

NASH-KELVINATOR CORPORATION

Kenosha • Milwaukee • DETROIT • Grand Rapids • Lansing

NASH AUTOMOBILES

KELVINATOR REFRIGERATORS • ELECTRIC RANGES

Let's All Back the Attack!
Buy Extra War Bonds.

"I'LL COME THROUGH..."

They hate me . . .

They're afraid of me . . .

They've got to get me . . .

Penned up in their pillbox, they know if I get to a gun slit alive, I'll shove the nozzle inside and turn on the heat and the air will suck out and their lungs will burst and their will to fight will go up in a roaring flame.

Creeping along . . . crawling along . . . inching along . . .

While the sweat trickles down from your arm-pits and ice water runs down your spine and your guts pull in as the guns begin . . . and the bullets cut ruts in the rock where you're going to be and where you've just been . . .

You think of the strangest things . . .

The way Bill smiled when he won a pot... how Jack hoped for a letter he never got . . . and row on row how white the crosses grow. And it all runs together with pictures of home . . . like that day in the ninth when you went to bat with two out and two on . . . and they asked for a hit and you came through in the pinch and you won.

I'll come through again . . .

I know I'll come through because I've got to. Because in the Marines a man is trained to stand alone . . . trained to work, to dare, to take a chance, to go ahead on his own . . . not just for himself but his buddy, his platoon, his regiment, the Corps . . . his wife . . . his kids . . . the country he's willing to fight and die for.

That's the spirit that made America strong . . .

That's the spirit that's going to win this war . . .

That's what I'll be looking for when I come home.

• • •

Here at Nash-Kelvinator we're building Pratt & Whitney engines for the Navy's Vought Corsairs and Grumman Hellcats . . . Hamilton Standard propellers for United Nations bombers . . . governors, binoculars, parts for ships, jeeps, tanks and trucks. All of us devoted 100% to winning this war . . . to speeding the peace when our men will come back to their jobs and homes and even better futures than they had before . . . to the day when we'll build for you an even finer Kelvinator, an even greater Nash!

The Army-Navy "E" awarded to Nash-Kelvinator Corp., Propeller Division.

NASH-KELVINATOR CORPORATION

Kenosha • Milwaukee • DETROIT • Grand Rapids • Lansing

LET'S ALL BACK THE ATTACK!
BUY EXTRA WAR BONDS.

NASH AUTOMOBILES

KELVINATOR REFRIGERATORS • ELECTRIC RANGES

HE'S GOT THE "DROP"
ON EVERYTHING UNDER THE AXIS SUN!

OUT of the blue of the stratosphere he comes—a lad from the U. S. A. in a sleek silver bullet.

Woe to any Jap or Nazi that tries to slip away! This new Navy fighter has "got the drop" on everything under the Axis sun –

The blazing, blasting sock of a mighty tank—on wings that fly it higher, faster than any Navy fighter now known!

That's the *Corsair*—and the 2,000 horses that are its fighting heart—a Pratt & Whitney supercharged engine—are a Nash-Kelvinator war responsibility.

If, as it is said, the victory will be won by the ships that outfly the Axis—then the men of Nash and Kelvinator can take particular pride.

For their colors have long been flying there. Swarms of British and American bombers that have been blasting the Axis are equipped with Nash-Kelvinator propellers. Yes, made by the men who yesterday built the refrigerators and automobiles for America at peace.

In this blood-bond of men at machines and men at the battle fronts is the strength of America.

They shall not fail, any more than our gallant flyers shall falter, until the last shot is fired—the last bomb finds its target in blazing Tokio.

NASH-KELVINATOR CORPORATION

Let's keep the battle rolling—with War Bonds and all the scrap we can collect!

NASH KELVINATOR

Peace-time Makers of Automobiles and Refrigerators Now Devoted 100% to the Job of Making America Supreme in the Air.

"I'VE GOT A FRONT ROW SEAT..."

I know what this war's about . . .

This is no picnic . . .

This is no glamor job . . .

This is no joy-ride . . .

In the ball turret of a B-24, you can look straight down with *nothing* between you and the ground but a thin film of glass and five miles of air . . .

In the ball turret of a B-24, in the suck of the slip-stream and roar of the wind, you remember the nights you got coned in the lights and they trapped you up there in your cage and you just sat there, blind as a bat in the glare, waiting for a slug between the eyes . . .

You're sweating it out when . . . all of a sudden . . .

You hear Tom yell on the intercom and though it's 50 below, your palms get wet . . . and the pit of your stomach drops out and you know . . . the Zeroes are coming in . . .

You pick out the one that's coming up under and the spray of his tracers drums on the belly of your plane like thunder. You whirl in your ball following him and then *your* guns begin and you let him have it and he starts to smoke and a wing falls off and—the whole damn thing blows up in your face!

Then you know this war is real . . . then you know what this war is all about . . . and what it means to be free and *on your own.*

And you want to get it over with just as soon as you can so you can go home . . . home to your folks . . . home to your girl . . . home to America . . . where a man can work and feel rewarded for his work . . . where a man is a *free* individual . . . where a man can go as far and as fast as his will and ability will take him . . .

That's what you see from the front row seat of a B-24 . . .

That's what we're fighting for . . .

Keep it for us until we come *back.*

• • •

Here at Nash-Kelvinator we're building Pratt & Whitney engines for the Navy's Vought Corsairs and Grumman Hellcats . . . Hamilton Standard propellers for United Nations bombers . . . governors, binoculars, parts for ships, jeeps, tanks and trucks . . . readying production lines for Sikorsky helicopters. All of us devoted 100% to winning this war . . . to speeding the peace when our men will come back to their jobs and homes and even better futures than they had before . . . to the day when we'll build for you an even finer Kelvinator, an even greater Nash!

The Army-Navy "E" awarded to Nash-Kelvinator Corp., Propeller Division.

NASH-KELVINATOR CORPORATION

Kenosha • Milwaukee • DETROIT • Grand Rapids • Lansing

LET'S ALL BACK THE ATTACK!
BUY EXTRA WAR BONDS.

NASH AUTOMOBILES

KELVINATOR REFRIGERATORS • ELECTRIC RANGES

"FOR JOE AND PETE AND JACK AND HARRY..."

We took the beach-head at dawn.

Our destroyers stood out to sea and threw in the shells and our planes pounded hell out of their pill boxes, and then we came in . . .

But, the wind and the tide tricked us.

The landing boats grounded off shore and we jumped over the sides and stood in the warm, shallow water and stared at the far-away beach and then at each other . . . and our eyes and our mouths were wide with fear as we waded in . . .

And we fell under their guns like wheat to the blade of the reaper. And though they said we could never take it . . . at dawn on the third day we took it.

I'm not fighting for myself alone . . .

I'm fighting for the buddies who fell beside me . . . for Joe and Pete and Jack and Harry. For the flag they loved, and their kids back home, and the faith they held in their right to be free . . . for the future and the life that they gave up . . . for the things that make America the one country in all the world where a man can be somebody . . . where a man can go somewhere.

I know why I'm still out here.

I know what's got to be done.

And I'm not coming back until I'm through with my knife and my gun . . . until I know that terrorism and the lust to kill and enslave are forever dead . . . until all men and women and children can live without fear . . . as free *individuals* in a land, and a world, where there will always be liberty, equality and freedom of opportunity.

That's what they fought and died for.

That's what I'm fighting for.

That's America.

Keep it that way until I come back.

. . .

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NASH AUTOMOBILES
KELVINATOR REFRIGERATORS · ELECTRIC RANGES

"MOM..."

He was a thorn in their side . . .

All morning long, his accurate mortar fire kept them from forming up, smashed their supply trucks, broke the spearhead of their attack . . .

So, they went all out to get him . . .
And finally, a sniper shot him.

Then they laid down a cross fire that was death to defy. I know . . . because one of our men tried. But it was damned hard to lie there and hear him call "Mom" . . . and cry and call "Mom" again . . . like a kid who'd been hurt, he didn't know just how or why.

And all we could do was just lie there . . . and grind our teeth together and tighten our guts because each time he cried "Mom" . . . it tore out our insides.

When I couldn't stand it any more, I got up and ran . . .

And when they saw me coming and the Red Cross band of the Medical Corps on my arm, they held their fire until I knelt down beside him. I put a syrette into his arm and then another, and he relaxed and his head fell back and his eyes were still wide but I could tell he thought his mother was there by his side . . .

Listen, America . . .

Open your hearts, wives and daughters! Open your pocketbooks, fathers! Give your blood, brothers and sisters! Give your money . . . give your work!

So the freedom you want . . .
So the country you want . . .

So the future you want . . .
Will be there when we come back.

. . .

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GIVE MORE HOURS!
BUY MORE WAR BONDS!
GIVE MORE BLOOD!

NASH AUTOMOBILES **KELVINATOR** REFRIGERATORS · ELECTRIC RANGES

"LET'S GET IT CLEAR..."

"It isn't dim . . .
It isn't foggy anymore.

"After two years of war, this is how I see it . . . this is how it looks to me from the gunner's seat of an SBD . . .

"I've seen men and planes and squadrons of planes darken the sky and shake the earth with the thunder of their motors and their bombs . . .

"I've seen battleships and fleets of battleships, cruisers, destroyers, carriers whipping the sea in a welter of white water, drowning all sound with the roar of their guns . . .

"I've heard the endless surf beat of attacks that roll in and smash at a beachhead again and again and then overrun islands and shoals of islands with tidal waves of landing craft, tanks and trucks and men . . .

"*I've seen the power of America at war!*

"And I can see what this same power . . . the power of free and individual men working together . . . the power to produce limitless numbers of things . . . can mean to me . . . to my folks . . . to my America . . . after Victory!

"I see a new America, an America where there will always be work to do . . . where there will always be a greater future to look forward to . . . where there will always be unlimited opportunity for me and every man to dream, to build, to grow . . . along with *our* country.

"That's what I see . . .
That's what I believe *must* be . . .
That's what Victory means to me!"

• • •

After Victory we must convert the full force of America's vast productive capacity . . . now doubled by the demands of war . . . to production for peace. For in this way Victory can be made real for those who are fighting for it . . . in this way America can continue to grow . . . in this way the hopes of all of us can be realized.

The progress of Nash-Kelvinator before and during the war will not stop when war ends.

Today, we're building 2,000 h.p. Pratt & Whitney supercharged aircraft engines for the Navy's Grumman Hellcat and Vought Corsair fighters . . . Hamilton Standard propellers for United Nations bombers . . . readying production lines for Sikorsky helicopters for the Army Air Forces.

And when the last war product rolls off Nash-Kelvinator's production lines . . . every new skill, new method, all our new knowledge, will be applied to the building of automobiles, refrigerators and electrical appliances. They will be better automobiles, better refrigerators, better electrical appliances than have ever been built before.

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The Army-Navy "E" awarded to Nash-Kelvinator Corp., Propeller Division.

Naval Aircrewmen selected from volunteers at Naval Training Stations are now manning the guns in the Navy's great new dive bombers and torpedo bombers . . . playing a major part in breaking the back of Axis sea-air power in the Pacific.

NASH AUTOMOBILES KELVINATOR
REFRIGERATORS • ELECTRIC RANGES

AND WE'LL BE HOME AGAIN . . .

Off there, somewhere,
A whippoorwill will call . . .
Back there, somewhere, the sun will drop like a penny into the pocket of night. And a breeze will freshen and cool, and the dark will be filled with quiet . . .

And we'll smoke together again . . .
And Joe's hound will sigh and turn around and lie down in the soft dust, and we'll watch the lights come up in houses down below, and a door will slam and a dog bark, and a girl's voice call and then . . .

We'll be home again.
Back home where not just us but everyone will understand how and why this war was fought and won . . .

Back home where all of us will know we bought and paid for peace with something more than bonds and tears and blood and long years of sacrifice . . .

Back home where everyone *must* know this war will have no meaning . . . this victory will be hollow . . . this peace will not endure unless the power that won the war . . . the power that made our country great . . . the power of men and women working together to destroy can become the power to create!

Unless the power to rub cities out becomes the power to put new cities up.

Unless the power to take life becomes the power to give life. Unless the power to liberate men in foreign lands becomes the power to free ourselves . . . to give to every man a boundless opportunity to dream . . . to work . . . to grow . . . to make his life, to make his America what he wants it to be!

That's what this war is being fought for . . .
That's what Victory will mean to us . . .
That's what we'll come home for!

• • •

Here at Nash, when our war job is done, it will be our obligation to convert all the new strength, all the new power to produce, all the new ability and skill and knowledge that have come to us so quickly under the driving necessity of war to production for peace.

That means Nash will build more automobiles than we have ever built before . . . even finer automobiles than the great Nash cars that are today proving their outstanding quality and economy. It means automobiles low in price . . . economical to own as well as to drive. It means style and comfort and ease of handling. It means all those things that will make an automobile a more important, a more useful, a more intimate part of what you want to do—when peace comes.

This is our program. This will be our part in the building of a greater, a happier nation. For we believe all of us owe to those who have fought to preserve it a strong, a vital, a growing America where every man and every woman will have the freedom and the opportunity to make their dreams come true.

NASH
of NASH-KELVINATOR CORPORATION

I SEE THE HILLS OF HOME

Tonight, the stars lean down so close I could reach out and touch them—almost.

Tonight, I see the hills of home.

And I remember other nights when, hand in hand, we climbed the highest peak and, looking down, saw fog creep in and overwhelm the road and then the town and pounce upon the last, lone light and swallow up the tallest tree and come to where we stood—and curl up at our feet.

And so, we stood upon an island in a sea of mist and there were only stars and you—and no words to speak.

Out here, I see again our dream of home.

And I can see there can be just one future when war ends, just one meaning to the power of America at war. The power of men and women working together to build ten million guns . . . ten thousand ships and ten hundred thousand tons of bombs . . . must be the power *after war* to create and build a cleaner, finer, a greater America than we have ever known before . . .

Where you and I will once again be free to dream . . . be free again to grow . . . be free once more to live and love and laugh . . .

And roam again . . . the hills of home.

• • •

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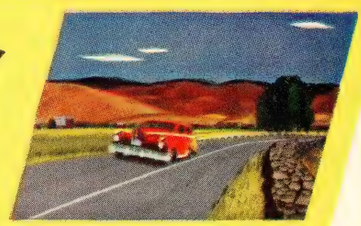
NASH

of NASH-KELVINATOR CORP.

N·K



"SURE, THERE'LL BE A PARADE..."

I know what I'm up against.

I know what the odds are.

I know what they mean by "lost at sea."

But *I'm* going to make it . . . nothing can stop me!

Sure, when this war's over there'll be crowds and cheers and ticker tape and confetti. Sure, there'll be handshakes and pats on the back and good wishes. Sure, but what's bringing me back is bigger than that . . .

I want what I've been fighting for . . . a fighting chance!

• • •

Maybe some folks would say I was crazy, if they could hear me talking out loud this way . . .

Maybe they'd laugh and say, "Listen, buddy, get wise . . . . the trouble with guys like you is—you keep trying to do it the hard way . . ."

Well . . .

It wasn't easy learning how to swim, but I did . . . and now I won't drown. It wasn't easy to stick it out when the going got tough, but I did . . . and now *nobody* can make me quit. It wasn't easy finding out how to steer a course by the stars and the sun, but I did . . . and now, even from out here, I'm going to find my way home!

The girl I'm going to marry wasn't easy to win . . . because she's the finest girl in the world.

The job I'm coming back to wasn't easy to get . . . because it was the swellest job any guy ever had.

The future *I'm* after is so big nobody's ever going to hand it to me on a silver platter!

That's why I want a fighting chance . . . a chance to move *up* . . . an opportunity to go ahead. That's why I want to plan a future of my own in a land and a world where *every* man is free to make the most of his ability . . . where there'll be plenty of work days and plenty of pay days . . . with no limits on how high you can rise . . . how far you can go.

That's the America I left behind me.

That's the America I'm fighting for.

That's the America I want when I get back.

• • •

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NASH AUTOMOBILES

KELVINATOR REFRIGERATORS • ELECTRIC RANGES

"PILOT TO WIFE..."

Hello . . .

Hello . . . back there . . .

I know you won't get this message. It's only in my mind . . . but I've *got* to talk to you because there isn't much time. Here they come.

"Squadron leader to Fighting 4! Sixteen Zeros at 12 o'clock! Come on, you Hellcats! Here's what we've been looking for!"

Hello . . . back there . . .

We're out-numbered four to one today. Anything can happen. I know that. But this is *our* job, and it's got to be done.

I'm on my own and that's the way I like it . . . but I'm not alone . . . we're all on the same team. Flying together, fighting together to win . . . not for ourselves but for each other . . .

For you . . . for home.

"Squadron leader to Fighting 4! All right, you guys . . . the sun's at our backs . . . let's get upstairs!"

Hello . . . back there . . .

Got to hurry now. But I want to tell you what I'm thinking about. I want to tell you what I'm fighting for . . . it's you and our little house and the job I had before . . . and the chance I had, the fighting chance, to go ahead on my own.

That's what all of us want out here . . . to win this war . . . to get home . . . to go back to being mechanics and storekeepers and salesmen and lawyers . . . and husbands and brothers and sons. To go back to living our lives in a land, and a world, where *every* man can be free to be somebody . . . where *every* man is free to grow as great as he's a mind to be . . . where every man has an *unlimited* opportunity to be useful to himself and to his fellow men.

"Squadron leader to Fighting 4! Okay! Let 'em have it!"

Hello . . . back there . . .

This is the payoff. Tell everybody . . . tell everybody back there . . . hello for me . . .

Tell 'em we'll be back . . . nothing can stop us . . . And tell 'em no matter what they say . . . no matter what they do . . . to stay *free* . . . to keep America a land of *individual freedom!*

That's what we're fighting for . . .

That's what we're willing to die for . . .

That's the America we want when we come home.

• • •

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LET'S ALL BACK THE ATTACK!
BUY EXTRA WAR BONDS.

NASH AUTOMOBILES **KELVINATOR** REFRIGERATORS · ELECTRIC RANGES

"CAN'T KEEP A GOOD MAN DOWN..."

They kept one gun going . . .

And it swept the dunes like a breeze from hell . . . and the sound of bullets ricocheting was the sound of sandpipers crying along all the dreary beaches of the world.

I don't remember very well . . .

The air stank of cordite and the earth quaked under the roar of our bombs and the surf-beat of our shells. And we figured they'd either come out of their box or the walls would fall. Our orders were to take it . . . God knows how . . . and we had to take it, even if we died, because if we didn't we were done for, anyhow.

I don't remember very well . . .

Except, somebody faked and drew their fire and I went in and put both grenades through the slit, but the one in my left hand I held a little too long . . .

I don't remember very well.

Somehow, I never thought it would end this way. I never thought I'd go home like this. But whatever comes next, I'll take in my stride because in my home town, in my home state, in *my* America, you can't keep a good man down!

I'll get along . . .

Because my America was built by men who kept working and fighting and moving on when they looked licked and their time was up and they were done . . .

And all I ask is the chance *they* had, the chance of an individual fighting man when the chips are down . . . and the opportunity to go ahead in a land where nothing and nobody cuts great men down . . . where no false power builds little men up . . . where *every* man is free to make the most of himself and his ability . . . where every man and woman and child is a free *individual* . . . free to live their lives as they want them, in liberty, and equality.

That's the America I fought for.

That's the America I'll be looking for when I come back.

• • •

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Let's All Back the Attack
Buy Extra War Bonds

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KELVINATOR REFRIGERATORS • ELECTRIC RANGES

"THE CHURCH IN THE JUNGLE"

I'm going up front now.

And if you don't mind, before I go I'd like to talk with you.

I won't ask you to intercede for me on the battlefield. I won't ask you to make things soft for me when the going gets tough. I won't ask you to carry me. I'll take the bitter and the rough along with the rest.

I ask only this . . .

If we must die, let us be worthy to die . . .

If we must fall, let our fall be not unnoticed and alone.

We know you understand . . .

And we know Joe's father and Pete's wife and Jack's brother and Bill's kids and Fred's girl and my mother understand. . .

But help the others back home to understand, too.

Help them to understand how much devotion to their jobs means to us . . .

Help them to understand that here in this green hell the enemy is not a man but a devil . . . that if you sleep you sleep with your finger on the filed-down trigger of a tommy gun . . . that sudden silence is drowned by sudden sound and the earth quakes and forests topple and hills fall and all of us live and walk in the fear of death . . .

Help them to understand that in a world where all we see and touch and hear is strange, a man must cling to changeless things . . . his home . . . his country . . . and his God . . .

Help them to understand we will never change our hearts and souls and minds about the things we're fighting for.

No. Out here we fight for the right to come back to our homes, our America, our way of life . . . for the right of all men to live and grow in a world where every man may keep forever free from hatred, greed and tyranny — his home . . . his country . . . and his God.

Amen.

Let's All Back the Attack!
Buy Extra War Bonds.

NASH AUTOMOBILES
KELVINATOR REFRIGERATORS • ELECTRIC RANGES

"LET ME TELL YOU HOW IT WAS . . ."

"It was a nightmare.

"The call to battle stations beat in our brains like the gong of an alarm as big as the sun, and the voice of the "talker" grew loud in our ears and echoed around in our skulls until, sleep or no sleep, we hit the deck on the run.

"They came in wave after wave . . .

"Their bullets splattered like rain on our deck, and the big guns sounded like doors being slammed in a hall in the sky and the pounding of A. A. guns was like guys pounding to get out again, and over it all the high, thin scream of the bombs.

"We thought for a minute they had us . . . we thought we couldn't take any more . . . we thought maybe our number was up . . . that we were through, finished, done for . . .

"*And then . . . the thunder of* our *planes came down and shook the world!*

"I tell you, they swarmed in the sky and shut out the light like a cloud . . . planes and more planes than we had ever seen before. They swept down and struck like the vengeance of God, and the enemy fell in clusters of flame, and the air was filled with the sound of their going and the water was littered with the wreckage of planes and men, and they died in the sea.

"That's how it was . . . that's how it was in the Coral Sea . . . that's how it was at Midway . . . that's how it was at Truk . . . that's how we know it will be . . .

"Because out here, we've seen the power of America at war . . .

"And we can see that when our job is done, when this war is won, this same power . . . this power to produce, this power to destroy . . . can be the power to create, to build a new and greater America than we have known before. An America that will never stop growing . . . an America where there will be new homes . . . new towns . . . new opportunities to work, to dream, to invent . . . to live as free and individual men, the lives we want to live.

"That's how we see it . . .
That's how it will be . . .
That's how it *must* be when we come home."

• • •

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NASH N-K KELVINATOR

BACK THE ATTACK WITH WAR BONDS—BUY MORE THAN BEFORE

"I SAW A MIRACLE..."

I got in early . . .

So I know how it was.

And I tell you, it was a miracle.

Because I remember when broomsticks were our rifles and we threw tin can grenades . . . and propped up stove pipes and painted signs that said, "This is an eight-inch gun" . . . "This is a howitzer" . . . and we threw tarps over trucks and made out they were tanks.

And though we laughed about it and kidded about it, we were ashamed . . .

And then they hit us . . .

And America went to work and performed a miracle.

I know because I was at Kasserine when tanks and guns, American-made, rolled them back and broke their backs in the passes and we and the British smashed their Mark IV's and their 88's under the weight of our attack . . . and drove them out and pinned them like rats between Cap Bon and the sea.

And I was in the first wave in Sicily, and when we cracked the iron ring at Anzio and killed the hard spirit of their Elite Corps with more bombs and shells than they had ever dreamed of before . . .

And I was with them on invasion day . . .

It was a miracle. And now seeing here the endless miles of tanks, the long railroad trains of guns, the flying fields carved out of every corner to hold the overflow of planes . . . I know my country has found again the strength that made us great . . .

Has found again in this mighty power to destroy . . . the power to create . . .

And I see how this miracle . . . this mighty power, this energy used now for war . . . can, after Victory, create a new and finer life than we have ever known before . . .

New cities, new farms, new homes, new industries . . . new opportunities for me, and every man, to plan and work and grow . . . to build a new and greater America. . .

The way we want it to be . . .

The way it's *got* to be!

. . .

Here at Nash-Kelvinator, when our war job is done, it will be our obligation to convert all the new strength, all the new power to produce, all the new ability and skill and knowledge that have come to us so quickly under the driving necessity of war to production for peace.

That means more automobiles than we have ever built before . . . automobiles even finer than the great Nash cars that are today proving their outstanding quality and economy. It means an even greater Kelvinator refrigerator than we produced before . . . finer home freezers, electric water heaters and electric ranges than have ever served in any household.

This is our program. This will be our part in the building of a greater, happier nation. For we believe all of us owe to those who have fought to preserve it a strong, a vital, a growing America where all men and women will have the freedom and the opportunity to make their dreams come true.

The Army-Navy "E" awarded to Nash-Kelvinator Corp., Propeller Division

NASH-KELVINATOR CORPORATION

Kenosha · Milwaukee · DETROIT · Grand Rapids · Lansing

HOME, HOME AT LAST...

"This is our future . . .

This is our house . . .

This is the rest of our life . . . the life we'll have together when this war is over, and you're home . . . home, at last.

I can see a blanket of snow on that little roof . . . a garland of pine cones on our front door . . . and peace and stillness and warmth and firelight, and the lovely litter of Christmas on our living room floor.

The perfume of pine is everywhere, and you're sitting there in your red leather chair, smoking a last cigarette by the fire, and I'm curled up on the hassock, my head against your knee . . . when all of a sudden the clock will strike twelve and you'll kiss me and say, 'It's Christmas day . . . Christmas, at last, in our very own house!'

And then, as if in a dream, we'll walk out through the hall, past garlands of laurel festooned on the stairs, past the table with reindeer and bright Christmas balls . . . out to our kitchen, all shiny and new . . .

That will be a fairy tale place!

We'll stand in the doorway and both look our fill . . . at the wonderful electric range with its magical trick of cooking whole dinners even while we're away. . .

And I'll reach out and touch the latch of our roomy, big refrigerator and you'll 'oh and ah' at the turkey and fixings behind gleaming glass. And then I'll show off the pride of my heart . . . our home freezer full of marvelous things . . . frozen chickens, and steak and young, tender greens . . .

Then you'll hold me close without saying a word . . . just listening to what my heart won't stop whispering . . .

Home, our own home . . . at last!"

. . .

This is no dream.

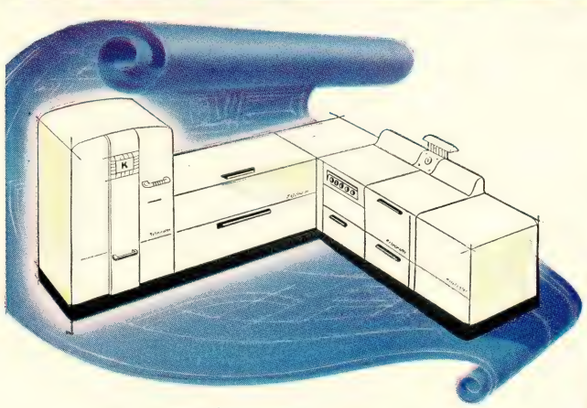
We believe your hope for a new and finer home can and will come true.

Here at Kelvinator, when Victory is won, all the new strength, the new skills born of war, will be turned to production for peace.

That means that Kelvinator will build more and finer electrical appliances than we have ever built before. It means refrigerators, electric ranges, home freezers, and electric water heaters to make the kitchens of America the truly enchanted places they can be . . . it means that the new developments, the scientific advances made in war will be incorporated into these appliances as rapidly as possible to make them the more useful, the more efficient part of the home you want—when peace comes.

This will be our part in the building of a greater, a happier nation. For we believe all of us owe to those who have fought to preserve it, a strong, vital and growing America—where every man and every woman will have the freedom and the opportunity to make their dreams come true.

This booklet with pictures and floor plans for six modern low-cost homes, together with details of their exciting new post-war kitchens designed for easy living, is offered to home planners without cost. See your Kelvinator retailer or drop a postcard to Dept. 4-E, Kelvinator, Detroit 32, Michigan.



HEART of your postwar kitchen . . . the Kelvinator electrical appliances: the new Kelvinator Refrigerator . . . the new Kelvinator Electric Range . . . the new Kelvinator Electric Water Heater . . . and the new Kelvinator Home Freezer that keeps foods at flavor peak indefinitely! Though now aircraft engines and propellers roll down Kelvinator assembly lines, the day will come and soon when your Kelvinator dealer will be demonstrating these magical new kitchen appliances for you!

KELVINATOR

of NASH-KELVINATOR CORPORATION

Refrigerators, Home Freezers, Electric Ranges, Electric Water Heaters, Beverage Coolers, Ice Cream Cabinets, Frozen Food Merchandisers, Commercial Refrigerating Units.

NASH-KELVINATOR CORPORATION

WE'LL BE INSIDE... LOOKING OUT!

There'll come a day when *we're* the lucky ones . . .

There'll come a day when our dreams come true . . .

And the hopes and plans for a house of our own take shape on our land on the edge of town where the frozen brook makes a silver streak between the willows bowed with snow.

Perhaps, before another winter comes, we'll be on the inside . . . looking out . . . looking out at the swirling snow, drifting high on our own front lawn, piling up on the window sill while Jack Frost paints the window panes and we draw our hearts and write our names . . .

As the early dusk settles down outside and the street lights wink on one by one . . . inside, I know just how it will be . . .

The kettle will be humming a tune on the range . . . that wonderful, magical electric range you can leave to cook dinner all by itself. And I'll open the oven and show you the beans, bubbling away in an earthen pot, fragrant with molasses and crispy salt pork. And if by chance you didn't know, the smell of brown bread steaming away in the deep-well cooker of the range tells you this is Saturday night! And I'll show you the salad crisping behind the crystal doors of our refrigerator with all its different kinds of cold for all the things we love to eat. Our new home freezer's next, and I'll open the door and say, "You choose! There're blueberries, plums and cherries, too, or anything else your heart desires."

And then we'll leave the dinner to finish itself and wander into the living room and we'll both curl up in the same big chair and stare into the leaping fire, so warm and peaceful and safe and secure . . .

And I'll ask you to pinch me just to make sure . . . it isn't all just a lovely mirage, and it won't disappear when the lights go on!

• • •

This is no dream.

We believe your hope for a new and finer home can and will come true.

Here at Kelvinator, when Victory is won, all the new strength, abilities and skills born of war, will be turned to production for peace.

That means finer Kelvinator refrigerators, electric ranges, home freezers and electric water heaters . . . to make the kitchens of America the truly enchanted places they can be. It means that the new developments, the scientific advances made in war will be built into these appliances as rapidly as possible to make them the more useful, the more efficient part of the home you want—when peace comes.

This will be our part in the building of a greater, a happier nation. For we believe all of us owe to those who have fought and worked to preserve it, a strong, vital and growing America—where every man and every woman will have the opportunity to make their dreams come true.

This booklet with pictures and floor plans for six modern low-cost homes, together with details of their exciting new post-war kitchens designed for easy living, is offered to home planners without cost. See your Kelvinator retailer or drop a post card to Dept. 5-I, Kelvinator, Detroit 32, Michigan.

HEART of your postwar kitchen . . . the Kelvinator electrical appliances: the new Kelvinator Refrigerator . . . the new Kelvinator Electric Range . . . the new Kelvinator Electric Water Heater . . . and the new Kelvinator Home Freezer that keeps foods at flavor peak indefinitely!

A NEW RADIO HIT SHOW!
TUNE IN "THE ANDREWS SISTERS" AND GUEST STARS
SUNDAYS 4:30 P. M. E.W.T. BLUE NETWORK

KELVINATOR

of NASH-KELVINATOR CORPORATION

Refrigerators, Home Freezers, Electric Ranges, Electric Water Heaters, Beverage Coolers, Ice Cream Cabinets, Frozen Food Merchandisers, Commercial Refrigerating Units.

NASH-KELVINATOR CORPORATION

AND WE'LL LIVE HAPPILY EVER AFTER...

"I know it will be just the way your letters describe it to me . . . the life we'll live in the house we'll build when you come home . . .

"A bright, sunny house that's a blend of old and new, with a white-shuttered door and a picket fence around a world all our own . . .

"A garden where you can dig while sunshine warms you through and through . . . and you're alive right down to your fingertips to the sound and touch and scent of Spring . . .

"And a kitchen for me that's *full* of magical things. A wonderful new electric range (the kind they're planning now) that starts coffee perking and biscuits browning before we wake up . . . and cooks our dinners while we're away.

"A refrigerator that's big and roomy with a zone of cold for every kind of food we keep . . . with glistening shelves full of good things to eat . . . thick lamb chops and ice cold milk, all kinds of cheese, butter and eggs and greens, spangled with dew behind crystal doors.

"And still another fabulous chest will make our kitchen complete . . . a home freezer we'll dip into all winter for peaches, cherries, juicy asparagus, ice cream and all kinds of meat . . .

"Oh, it's easy to see how happy we'll be . . . when our days are filled with the peace of being together in our very own home . . . forever and ever."

• • •

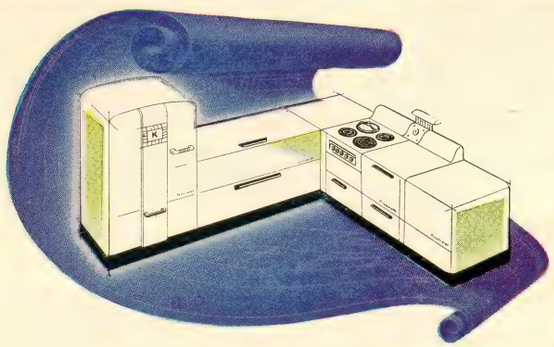
Here, at Kelvinator, we pledge you this. When our war job is done—all our strength, all our new skills born of war, will be turned to production for peace.

That means that Kelvinator will build more and finer refrigerators, electric ranges, home freezers and electric water heaters to make the kitchens of America the truly enchanted places they can be.

This will be our part in the building of a greater, a happier nation. For we believe all of us owe to those who have fought to preserve it, a strong, vital and growing America—where all men and women will have the chance to make their dreams come true.

This booklet, "Kelvinator in the Home of Your Dreams," with pictures and floor plans for six modern low-cost homes, together with details of their exciting new postwar kitchens designed for easy living, is offered to home planners without cost. See your Kelvinator retailer or drop a post card to Dept. 7-C, Kelvinator, Detroit 32, Michigan.

THE BEST "RETURN" ON YOUR DOLLAR IS YOUR MAN IN UNIFORM . . . BUY MORE WAR BONDS TODAY!



HEART of your postwar kitchen . . . the Kelvinator electrical appliances: the new Kelvinator Refrigerator . . . the new Kelvinator Electric Range . . . the new Kelvinator Electric Water Heater . . . and the new Kelvinator Home Freezer that keeps foods at flavor peak indefinitely!

A NEW RADIO HIT SHOW!
TUNE IN "THE ANDREWS SISTERS" AND GUEST STARS
SUNDAYS 4:30 P. M. E. W. T. BLUE NETWORK

Kelvinator

of NASH-KELVINATOR CORPORATION

Refrigerators, Home Freezers, Electric Ranges, Electric Water Heaters, Beverage Coolers, Ice Cream Cabinets, Frozen Food Merchandisers, Commercial Refrigerating Units.

Headed for History!

Today, the eyes of the motoring public are on Nash.

For the new Nash "600"—now in production—has basic engineering advances that cars of the future are bound to follow.

With the new Nash "600" you can get 25 to 30 miles on a gallon of gas, at moderate highway speeds! Thousands of extra miles per set of tires.

The Nash "600" is a big car—big in size, big in comfort. It has head-room, leg-room and elbowroom for six big people. It has independent coil springs that never need lubrication—on all four wheels—providing a new kind of ride ...smooth and quiet on any kind of road.

You can drive the Nash "600" in dust, sleet, snow or rain, in comfort. For the Nash conditioned air system delivers in summer a flow of filtered, fresh air ...in winter a draft-free atmosphere of thermostatically-controlled air, with all the windows closed.

You can even have a built-in convertible double bed that turns your car into a camper's dream!

This combination of advances is found today in only one automobile. They are made possible by Nash engineering . . . Nash research . . . Nash forward-thinking in meeting future demands . . . the kind of thinking that tossed out 500 pounds of dead weight and put in its place the single unit of welded steel that is stronger, safer, lighter, forever squeak-proof and rattle-proof. This today is recognized as one of the industry's most important contributions to the automobiles of the future.

And this car—with its fast accelerating, easy-handling, quiet operation—with its new-world beauty and tomorrow's engineering—is actually in the low-price field!

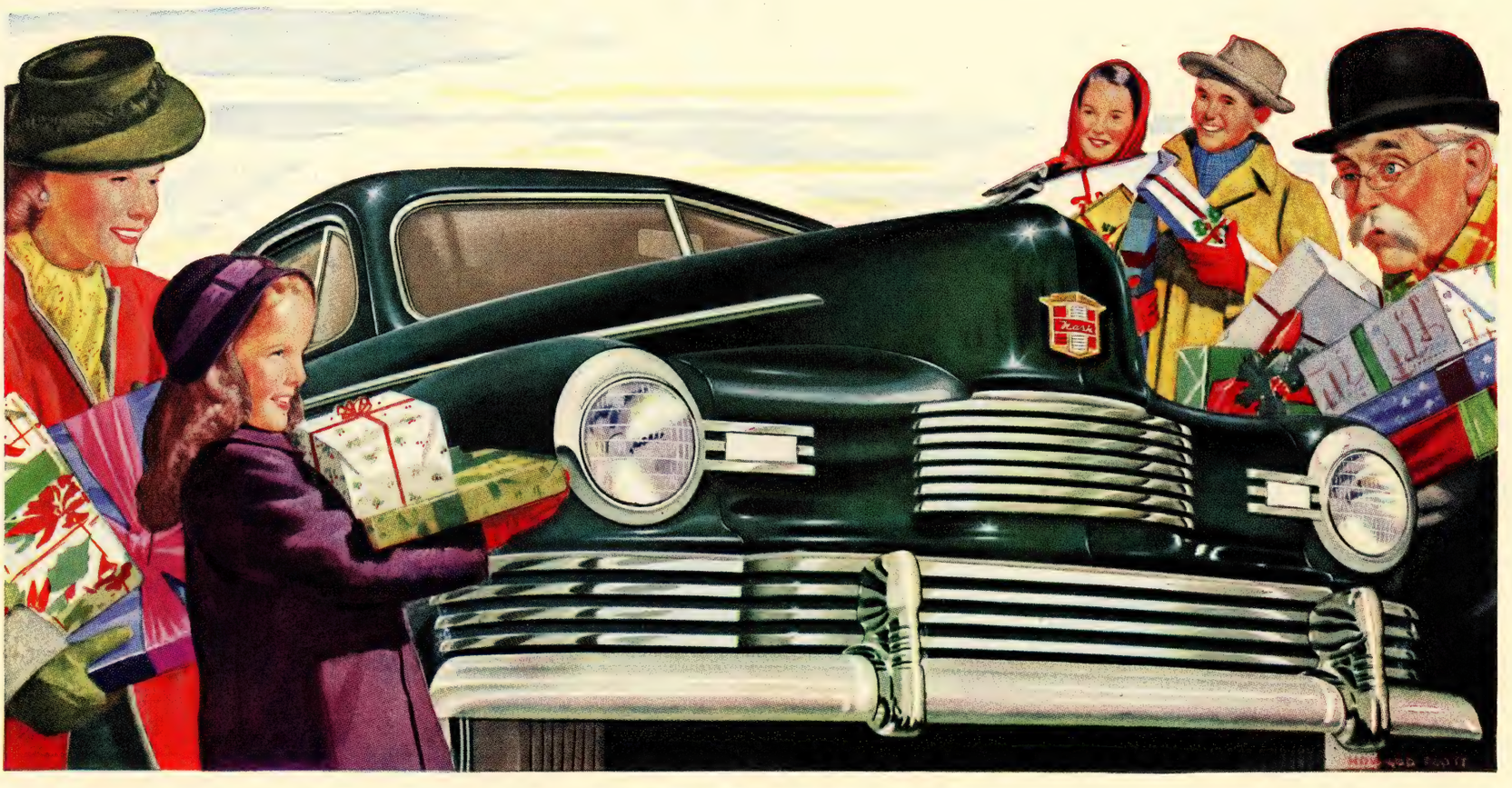
Get in touch with your local Nash dealer. Get *the* full inside story of the Nash "600" and its famed running mate in the medium-price field, the Nash Ambassador.

Nash Motors

Division of Nash-Kelvinator Corporation, Detroit, Michigan

Tune in Nash-Kelvinator's hit musical program Wednesdays 10:30 p. m., E. S. T. • 9:30 p. m., C. S. T. • 8:30 p. m., M. S. T. • 7:30 p. m., P. S. T. • Columbia Broadcasting System.

YOU'LL BE AHEAD WITH Nash



WAITING FOR YOU...

Those things you love . . .

Those things you're waiting for . . .

Are waiting here for you!

Bright sunlight dancing on the waters of a brook . . .

The friendly shade of sycamores along the bank . . .

Shouts and laughter and the quick call of names you know . . .

Roads that you'll explore, and lazy summer afternoons . . . trails twining by a mountain fishing-stream . . . unhurried country lanes . . . wide highways that beg your car to spread her wings and fly . . .

Her low, sweet motor-music as the miles race by . . . the way she quickens to a throttle-touch and leaps ahead to flatten out the hills and make the pavement sing beneath her wheels.

All these . . .

Your friends, your car, the fun you'll share . . .

The good things that once were yours and will be yours again . . .

All these are here . . . waiting for you.

• • •

When Victory comes, Nash will go on once again to production for peace . . . from the building of engines of war to the making of two great new cars designed to be the finest, biggest, most comfortable, most economical, most advanced automobiles ever produced in their respective fields . . . the new Nash Ambassador in the medium-priced field, and the new Nash "600" in the low-priced field.

And we will build these cars in numbers three times greater than we did before the war.

In this way, Nash will help contribute the jobs, the opportunities, the futures which will insure the strong, vital and growing America all of us owe to those who are fighting and working to preserve it.

A New Radio Hit Show! Tune in "The Andrews Sisters" and Guest Stars—Sundays 4:30 P. M. E. W. T. Blue Network

Nash MOTORS

Division of Nash-Kelvinator Corporation

WHEN I GO HOME...

The guns fade down . . .

And it seems to me I hear a dog's sharp bark, and a girl's voice and the shrill of my own clear whistle . . .

And the next thing I know, I'm over the gate and out of the war and . . . it's Christmas again and I'm home.

I stop to make sure this house is mine, and I hear the slam of a door, and my feet crunch deep in the soft cool snow and I take the steps at a leap and she's standing there just as I see her now. And she says, "Tom, how brown you are" because there are no words for what she means. And the world stands still for a while.

And then . . .

I'm walking into a room with the biggest and brightest tree in the world and the kids look up from their toys and jump to their feet and come running to meet me and their voices are sweet in my ears, and I duck down quick and hold them tight . . .

The night comes on . . .

The music stops and the carols are stilled and the bombers come up and the fighters scream against the surf-beat of the guns and I'm back where there's still a war to be won.

But I know when I go home . . .

I'll go home sure no kids of mine will ever spend *their* Christmases in jungles, in foxholes, or on beachheads.

When I go home, I want it understood the victories we've won . . . the peace we have secured . . . will be meaningless to us unless all our strength, all our power to destroy can be the power to create . . .

Unless the power of men and women working together to win a war can be the power to prevent a war. Unless the power to free nations can become the power to free men and women and children from greed, hypocrisy and vice. Unless the power to kill can become the will to make for all of us a new and finer life . . .

A new and greater America than we have ever known before, where every man will have the opportunity to live his life in peace and in security.

That's what I've fought for . . .
That's what I'll still fight for . . .
When I go home . . .

. . .

Here at Nash, when our war job is done, it will be our obligation to convert all our new strength, all our new power to produce, all our new ability and skill, to production for peace.

That means Nash will build more automobiles than we have ever built before . . . even finer automobiles than the great Nash cars that are today proving their outstanding quality and economy. It means all those things that will make an automobile a more important, a more useful, a more intimate part of what you want to do—when peace comes. It means that Nash will do its part to contribute the jobs and wages that will keep this nation strong in peace as in war.

For only in this way can we give to those who have fought to preserve it a strong, a vital, a growing America.

It's Got What's Coming

Step into a 1946 Nash, and you've said goodbye to the past!

For here *now*—in the new, low-priced Nash "600"—are things you never expected to see for years to come. Literally, it's a new kind of car.

You'll know it when you sit back and drive . . . 25 to 30 miles on a gallon of gas, at moderate highway speeds . . . a 500 to 600-mile week-end trip on a single tankful of fuel!

And you'll know it when you seem to *float* over those miles . . . on 4-wheel individual coil springs that never need lubrication.

You'll know it's got what's coming in comfort, too . . . with head-room, leg-room and elbowroom for six big people, in a car that scoots away fast . . . that steers and parks easier than any big car you've ever driven before.

You'll know for the first time what the future holds in all-weather car enjoyment . . . you'll drive through dust, rain, sleet or snow, in filtered, fresh, *conditioned* air, draft-free and thermostat-controlled, even with the windows tightly closed!

Yes—you'll get a lift out of seeing and driving this dashing Nash "600". For it's the first of tomorrow's big *lightweight* cars, with a quarter of a ton of lazy weight removed . . . with greater strength and safety made possible by a solid, integral, all-welded construction—squeak-proof and rattle-free—instead of the usual two-piece, bolted body and frame.

And you can even order your Nash "600" with a built-in convertible double bed that turns car into camp for hunting, fishing or roughing it in style.

Get in touch with your local Nash dealer. Get the full "inside" story of the Nash "600" and its famed running mate in the medium-price field, the Nash Ambassador.

• • •

Tune in Nash-Kelvinator's hit musical program Wednesdays 10:30 p. m., E.S.T. • 9:30 p. m., C.S.T. • 8:30 p. m., M.S.T. • 7:30 p.m., P.S.T. • Columbia Broadcasting System.

NASH MOTORS—Division of Nash-Kelvinator Corporation, Detroit, Michigan.

YOU'LL BE AHEAD WITH Nash

WE'LL LIVE IN A KINGDOM ALL OUR OWN...

"When you come home to stay . . .

We'll live in a kingdom all our own . . .

A kingdom just big enough for three . . . with a picket fence for boundary. And I can picture as plain as day, ivy climbing a garden wall and smoke curling up from a tall, white chimney . . . and a fanlight glowing over our front door. The door of the house we'll build . . . after the war!

Even now I can see Tommy and you and me in a bedtime romp up a winding stair where red roses bloom on the wall . . . and when we've tucked Tommy in, we'll go on down to the wonderful smell of a sizzling roast and fresh warm scent of chocolate cake . . .

And we'll follow our noses to the kitchen door. It will be like no kitchen you've ever seen before. It will be an enchanted place . . . with a wonderful automatic electric range that will cook by itself while we are away . . . or have breakfast ready when we awake. And there'll be the very newest refrigerator, bigger and roomier, with gleaming shelves chockful of cheeses and cold cuts and steak . . . and salad and greens that sparkle with dew behind magic compartments of glass. And right beside it another kind of a fabulous chest . . . a home freezer, something brand new, that we can store with luxurious things like ice cream, asparagus and brook trout.

It's all a part of our lovely dream . . .

And we'll make it come true when you come home...when we live in a kingdom all our own."

• • •

This is no dream.

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This will be our part in the building of a greater, a happier nation. For we believe all of us owe to those who have fought and worked to preserve it, a strong, vital and growing America—where every man and every woman will have the freedom and the opportunity to make their dreams come true.

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A NEW RADIO HIT SHOW!
TUNE IN "THE ANDREWS SISTERS" AND GUEST STARS
SUNDAYS 4:30 P. M. E.W.T. BLUE NETWORK

KELVINATOR

of NASH-KELVINATOR CORPORATION

Refrigerators, Home Freezers, Electric Ranges, Electric Water Heaters, Beverage Coolers, Ice Cream Cabinets, Frozen Food Merchandisers, Commercial Refrigerating Units.

NASH-KELVINATOR CORPORATION

MY TOMORROW...

The tick of the clock in the hall . . .
The feel of clean, fresh sheets . . .
A dog's bark and a boy's clear call . . .
The touch of a hand on my cheek . . .

They're all in my dreams of tomorrow.

The wheel in my hands and the air rushing by and the cool, crisp smell of winter weather and the first faint breath of Spring . . .

The miles sliding by and the trees flashing past and the signposts' flicker . . . the girl and the boy and the dog by my side, and the laughter and joy of being alive . . .

The song of a motor and the feel of a car, and her quiet, fleet speed, and the grace and the class and the free, clean pace of her . . .

The girl I love, my boy, my dog, my car . . . all the things I long for, all the things I dream of . . .

These things will be mine again in my tomorrow.

. . .

When Victory comes, Nash will go on . . . from the building of instruments of war to the making of two great new cars designed to be the finest, biggest, most comfortable, most economical, most advanced automobiles ever produced in their respective fields . . . the new Nash Ambassador in the medium-priced field, and the new Nash "600" in the low-priced field.

And we will build these cars in numbers three times greater than in our 1941 peak.

In this way, Nash will help contribute the jobs, the opportunities, the futures which will insure the strong, vital and growing America all of us owe to those who have fought to preserve it.

A New Radio Hit Show! Tune in "The Andrews Sisters" and Guest Stars Sundays 4:30 P.M. E.W.T. Blue Network

WHEN YOU MEET AGAIN . . .

It will be you again, just you, together again . . .

The road's a ribbon of white in the pale moonlight, and the trees whisper "Everything's going to be all right" and the sound of the wind rushing past is a voice crooning "home, home again, home at last..."

Home, at last with the wind and the stars and the girl and the car you've been longing for.

The panel's glow and the wheel in your hands and the feel of her shoulder warm against yours . . . and the lift and power of singing speed and the long, bright beams exploring the night . . . and the deep, sleepy hush of the motor's murmur . . .

All tell you again what you've needed, wanted, waited for . . . you have.

And your heart beats fast for now you know there's *nothing* ahead but the open road and the far-off places where a blue sky rolls to the horizon's edges.

• • •

Though here at Nash our entire effort has been devoted to production for war . . . we believe we can look ahead now, think ahead now, to the time when we'll be building cars again, to the time when we'll be making two great new Nash cars . . . the Nash Ambassador and the Nash "600". And Nash will build these new, advanced cars in numbers three times greater than our 1941 peak. In this way Nash will contribute the jobs, the opportunities, the futures that will help insure the strong, the growing, the prosperous America we owe to those who now work and fight to preserve it.

A New Radio Hit Show! Tune in "The Andrews Sisters" and Guest Stars, Sundays 4:30 P. M., E.W.T. 3:30 P.M., C.W.T. • 2:30 P.M., M.W.T. 1:30 P.M., P.W.T. • Blue Network

There's more Tomorrow in a Nash!

This is not a forecast of the future, but news about an automobile that is being built today . . . a car that you can buy and own as soon as restrictions permit.

In this car, with its clean, trim, modern design, you'll find greater economy of operation, easier driving, steering and parking, and bigger passenger space.

It's the Nash "600" and it will soon be in the hands of Nash dealers.

It delivers 25 to 30 miles on a gallon of gas, at moderate highway speeds. That's a 500 to 600-mile week end on a single tankful of gas.

Its independent coil spring suspension on all 4 wheels provides a level ride over the most rumpled road, on silent springs that need no lubrication.

And it's a big car, with ample elbowroom, leg-room and head-room for six big people to ride in comfort . . .

It offers the finest conditioned air system ever developed for an automobile, giving a steady change of draftless, filtered, thermostat-controlled fresh air with all windows closed!

It has a quarter of a ton less dead weight. Instead of having a separate body and frame, bolted together, like most cars you have owned and driven, there is a single integral unit of welded steel, saving a quarter of a ton of useless weight, adding strength and safety, ending any possibility of body squeaks and rattles.

You can even specify that it come equipped with a built-in convertible double bed that turns car into camp for hunting, fishing or roughing it in style!

And this car is, actually, in the low-price field!

The first time you're behind the wheel, you'll get the feel of its fast acceleration, its easy handling, its safe braking, its soundproofed quiet. You'll recognize why we say that automobiles of the future will be built this way.

Soon the Nash dealer in your city will be showing the Nash "600" and the famed Nash Ambassador. Better get in touch with him now!

Nash Motors

Division of Nash-Kelvinator Corporation, Detroit, Mich.

YOU'LL BE AHEAD WITH Nash

Tune in Nash-Kelvinator's hit musical program Sundays 4:30 p. m., E. W. T. American Broadcasting Company.

HOW Does it Do it?

You can see it's a whale of a *big* automobile. The front seat is sofa-size, and the back seat, if you like, can actually be made into a double bed at night.

And you can see by the way a Nash "600" streaks away in traffic that it's packed with power—

Now why is it that this new Nash can do what the other big cars can't?

Deliver 25 to 30 miles on a gallon of gasoline at moderate highway speeds —500 to 600 miles on a single tankful!

Why is it that this Nash takes far less effort to drive—holds the road better—is amazingly quieter—doesn't rattle or squeak?

Why is it that *Nash* gives you the smoothest ride in the low-price field, with individual coil springing on all four wheels—and why, too, does only Nash offer the Weather-Eye Conditioned Air System?

It's because the Nash "600" is a *new kind* of automobile — result of seven years research and engineering accomplishment. Different, from road to roof. Built on the scientific principles behind today's record-breaking planes and streamliners. No separate frame and body, with parts bolted on—but *one* great *unitized* structure, steel *welded* to steel—500 pounds lighter and stronger.

And all these amazing advancements are yours today—in this beautiful Nash "600" *that sells in the low-price field!*

Your dealer has it now, and a new Nash Ambassador that's just as thrillingly far ahead in the medium-price field. Drive a new Nash, and see the difference.

Tune in the Nash Musical Hit—David Rose and his Orchestra with Curt Massey. Wednesdays 10:30 p. m., Eastern Daylight Time. Columbia Broadcasting System

NASH MOTORS—Division of Nash-Kelvinator Corporation, Detroit, Michigan

YOU'LL BE AHEAD WITH Nash

Still-Four Billion Miles Ahead!

What's coming in tomorrow's cars?

This happy family isn't guessing. They know even though they had to wait—*they* got it for Christmas.

The Nash "600" has already blazed the way—and the news after four billion miles is grand to hear!

Ever think you'd see the time that big cars traveling at moderate highway speed would cover 500 to 600 miles on a tankful of gas? That day is *here*. This big 6-passenger Nash *does it now*—averaging 25 to 30 miles a gallon!

Ever believe cars would be so comfortable you could do a winter's driving without overcoat or gloves? That experience is yours in a Nash "600" *now*—with a Weather-Eye Conditioned Air System that gives you *fresh* air, *warm* as you need it, thermostatically controlled.

Ever believe you'd see a car body that can't rattle or squeak? It's here *now* in a Nash "600." Body and frame engineered a different way—welded into one super-strong steel unit.

Ever dream of the convenience of having a *bed* in a car, for overnight trips? You'll see it now in a Nash "600"—a big double bed that fits right in the back seat!

Yes, all those "surprises" promised in tomorrow's cars are offered today in a Nash "600." Plus the ride magic of coil springs on all four wheels. Easier handling. Better roadability.

That's why we say YOU'LL BE AHEAD WITH NASH—actually *four billion miles ahead* in the research, the planning, and the owner experience that have proved this to be the big step forward in post-war automobiles.

Go see it at your dealer's now. And there's a new Nash Ambassador, too.

If you are awaiting delivery of your Nash, or would like to place an order for one, be assured that your Nash dealer is doing and will do all that can be done to make delivery to you as soon as possible. You'll be glad you waited.

Nash Motors

Division of Nash-Kelvinator Corporation, Detroit, Michigan

YOU'LL BE AHEAD WITH Nash

Prophecy—on Wheels

How would you like a car able to travel 25 to 30 miles on a gallon at moderate highway speed, and up to 600 miles between stops for gas?

How would you like that car to be so big and roomy that the front seat is *sofa* size—and the back seat can be stretched out into a double bed at night?

How would you like a car that's never stuffy or drafty or dusty—that you can drive in your shirt-sleeves when the mercury hits zero outside?

How would you like a car that a toddler's hand can steer, park, U-turn a street—a car that won't bump, or squeak or rattle, even on rutted roads!

You can see this car now. It is here—at your Nash dealer's—the new Nash "600"! And priced for everybody to own.

Beneath its clean, modern beauty is an achievement that, we predict, will change all cars to come. For Nash has adapted to automobiles the basic principles of airliner and streamliner design—eliminated the old split frame and body with parts bolted on—built in their place, one great steel-girdered unit *welded* together. It's lighter by hundreds of pounds, and safer, stronger.

And the difference is something you can see, feel and hear. Dazzling new performance. Economy that is sensational! Road-ability that will thrill you.

Plus such great features as coil springing on all four wheels and a Nash Conditioned Air System. You can have all these revolutionary things in a Nash today—that sells in the *low-price* field!

See your Nash dealer today and put the new Nash "600" and its famed running-mate, the Nash Ambassador, through their thrilling paces!

• • •

Tune in Nash-Kelvinator's hit musical program Wednesdays 10:30 p. m., E.S.T. • 9:30 p. m., C.S.T. • 8:30 p. m., M.S.T. • 7:30 p. m., P.S.T. • Columbia Broadcasting System.

NASH MOTORS — Division of Nash-Kelvinator Corporation, Detroit, Michigan

YOU'LL BE AHEAD WITH Nash

Who Wouldn't!

Do you want to get 25 to 30 miles on a gallon of gasoline at moderate highway speed—and up to 600 miles on a tankful?... Certainly you do—who wouldn't?

Well, you can have that today in the new Nash "600."

And do you want this economy in a *bigger* car—with wider seats? A car offering a convertible bed for overnight use? A car that handles easier, and rides like velvet—with coil springing on *all* four wheels? *Naturally* you do—who wouldn't?

Well, that's all yours today in a Nash "600."

And how would you like to have a Conditioned Air System? Filtered fresh air the year 'round, without dust or chilly drafts or stuffiness? Warmth, automatically controlled, that means freedom from the bulk of heavy winter coats?...

Well, you can have that, too, and many other revolutionary developments—

Not in a high-priced car . . .

And not next year . . .

But in this beautiful low-priced Nash your dealer has today!

And if you wonder, as you drive it, how *any* car can feel so lightning-swift and free, or float so silently on any road, the answer is this. Unlike other cars, the Nash "600" has no separate body and frame, bolted together. Instead, it's a single super-strong unit of welded steel that's some five hundred pounds lighter and free of body squeaks and rattles.

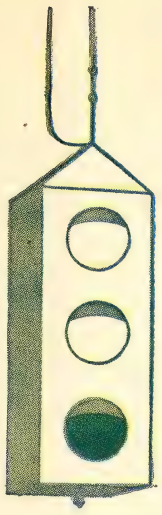
You must see it, *drive* it, to really realize how far into the future Nash engineering takes you *today*. Your dealer has the Nash "600" and the equally sensational Nash Ambassador.

• • •

Tune in the Nash Musical Hit—David Rose and his Orchestra with Curt Massey. Wednesdays 10:30 p. m., Eastern Daylight Time. Columbia Broadcasting System

NASH MOTORS—Division of Nash-Kelvinator Corporation, Detroit, Michigan

YOU'LL BE AHEAD WITH Nash



The "Coming Thing" in Cars—Has Come!

Wonderful things have developed since you last bought an automobile—

Overnight plane service to London, Paris . . . revolutionary new airliners and streamliners . . . radar . . . television . . . and now—in the new, low-price Nash "600" —the "coming thing" in cars has come.

No doubt about it—not when you hear what a new Nash "600" does, and *offers!*

You get economy of 25 to 30 miles on a gallon at moderate highway speeds—500 to 600 miles on a tankful!

Instead of the usual interior dimensions you get a car so roomy that the front seat is divan size and the rear seat can be made into a soft, double bed at night, if you like.

Instead of the usual "heater," Nash offers the Weather-Eye Conditioned Air System—so that the whole car is draftless, dustless—and warm as your living room, in cold weather.

Instead of the usual ride, you get the silky smooth, silent ride that only individual coil springing on all four wheels can give you.

And here—for the first time—is a car that is actually free of the drag of extra dead weight! Built a different way—body and frame are one single unit of welded steel . . . quiet . . . and stronger.

You yourself must see the difference it makes—in the brilliant new performance, balance and driving ease that the new Nash offers. Your dealer is now displaying the new Nash "600"—and the new Ambassador, too. See him and discover what the car of the future is like!

Tune in the Nash-Kelvinator Musical Hit —David Rose and his Orchestra with Curt Massey, Kitty Kallen. Wednesdays 10:30 p. m., Eastern Daylight Time. Columbia Broadcasting System.

NASH MOTORS—Division of Nash-Kelvinator Corporation, Detroit, Michigan

YOU'LL BE AHEAD WITH Nash

Picture Yourself Here—

How would you like to be in this picture —as the owner of this new Nash "600"?

He drives a modern car—a *big* car that goes 25 to 30 miles on a gallon of gasoline at moderate highway speeds. He saves plenty on tires and oil. He doesn't worry about spring lubrication or squeaks and rattles.

Then too, he enjoys something you won't now believe—

He doesn't have to wear an overcoat in winter or worry about car ventilation in summer. His Nash can have a complete Weather-Eye Conditioned Air System.

He never has to fight for lodging accommodations when he travels. The big back seat of his Nash can be equipped with a swell double bed at night. (Great for fishing trips, too.)

And performance? A car that sprints away from the traffic light because the drag of hundreds of pounds of useless weight has been engineered out. A car that steers light as a feather and holds the road like a streamline train. A car that *g-l-i-d-e-s* over the bumps, because of full coil springing on all four wheels.

It's new—this Nash "600"—so new that it sets the pattern for cars to come.

Built as a one-piece welded steel unit—stronger, quieter, *safer*. A new *value*, too!

So many people want the new Nash "600" and the new Nash Ambassador that even with our best efforts we can't keep up with demand. If you are awaiting delivery of a new Nash, or would like to place an order for one, be assured your Nash dealer is doing, and *will do*, all that can be done to make delivery to you as soon as possible.

Tune in the Nash-Kelvinator Musical Hit —David Rose and his Orchestra with Curt Massey, Kitty Kallen. Wednesdays 10:30 p. m., Eastern Daylight Time. Columbia Broadcasting System.

NASH MOTORS • Division of Nash-Kelvinator Corporation, Detroit, Michigan

YOU'LL BE AHEAD WITH Nash

Not Years From Now... But Now

The first time you take the wheel of a Nash "600" . . . you'll know how it feels to drive *Tomorrow's* automobile.

For the day you can drive a big car 25 to 30 miles on a gallon of gas, at moderate highway speeds, is not years from now . . . it's *now!*

The day is here when you can float silently over rough roads on 4-wheel individual coil springs . . . when six big people can ride without crowding—in a car so roomy that the rear compartment can be made a double bed at night.

The day is here when you can shut your windows to dust and drafts the year 'round—and drive without a coat in the bitterest weather, because of the Nash built-in conditioned air system.

And the time has come when you can have all these great advancements *in a car that sells in the low-price field!*

Yes, this brilliant new Nash "600" that you can see and drive today is the pattern of cars to come.

Instead of having a separate body and frame, bolted together, it is built as an integral unit of welded steel, twist-proof, rattle-proof, squeak-proof, eliminating a quarter of a ton of useless weight.

With less weight and *more* power, the Nash "600" is a thrilling performer.

Get in touch with your local Nash dealer. Get the full inside story of the Nash "600" and its famed running mate in the medium-price field, the Nash Ambassador.

• • •

Tune in Nash-Kelvinator's hit musical program Wednesdays 10:30 p. m., E.S.T. • 9:30 p. m., C.S.T. • 8:30 p. m., M.S.T. • 7:30 p. m., P.S.T. • Columbia Broadcasting System.

NASH MOTORS—Division of Nash-Kelvinator Corporation, Detroit, Michigan.

YOU'LL BE AHEAD WITH Nash

You're Going to Like This

If you have any expectation that you know what a Nash "600" is like—stop right here.

You may know that it delivers 25 to 30 miles on a gallon of gasoline, at moderate highway speeds—(and that's wonderful).

You may know that it's just as big inside as it looks outside—that the front seat is divan size, and the back seat can be turned into a soft double bed at night. That's swell, too.

And you have heard about the Nash Weather-Eye Conditioned Air System that furnishes fresh, filtered, air—warm as you dial it—without dust or drafts. And that's *something*.

But this is what you can't know—until you *drive* a Nash "600"—

Here is something so brand-new in performance that it adds up to a new type of automobile. It steers, parks, handles easier—it is amazingly quiet—and with deep coil springs on all four wheels you can really g-l-i-d-e over rough roads.

The old-time drag of extra weight—that's out. The rattles and squeaks of bolted construction—they're gone! Instead, in a Nash "600," body and frame are one welded steel unit—clean, trim and husky as a B-29!

It's a new kind of motoring, made possible by a *new* kind of car. And the price? You're going to like that, too; it's in the low-price field.

Do it—*drive* a new Nash "600." Your dealer has it, along with the new Nash Ambassador. See him today.

• • •

Tune in the Nash-Kelvinator Musical Hit—David Rose and his Orchestra with Curt Massey. Wednesdays 10:30 p. m., Eastern Daylight Time. Columbia Broadcasting System.

NASH MOTORS • Division of Nash-Kelvinator Corporation, Detroit, Michigan

You see it on every road you travel...

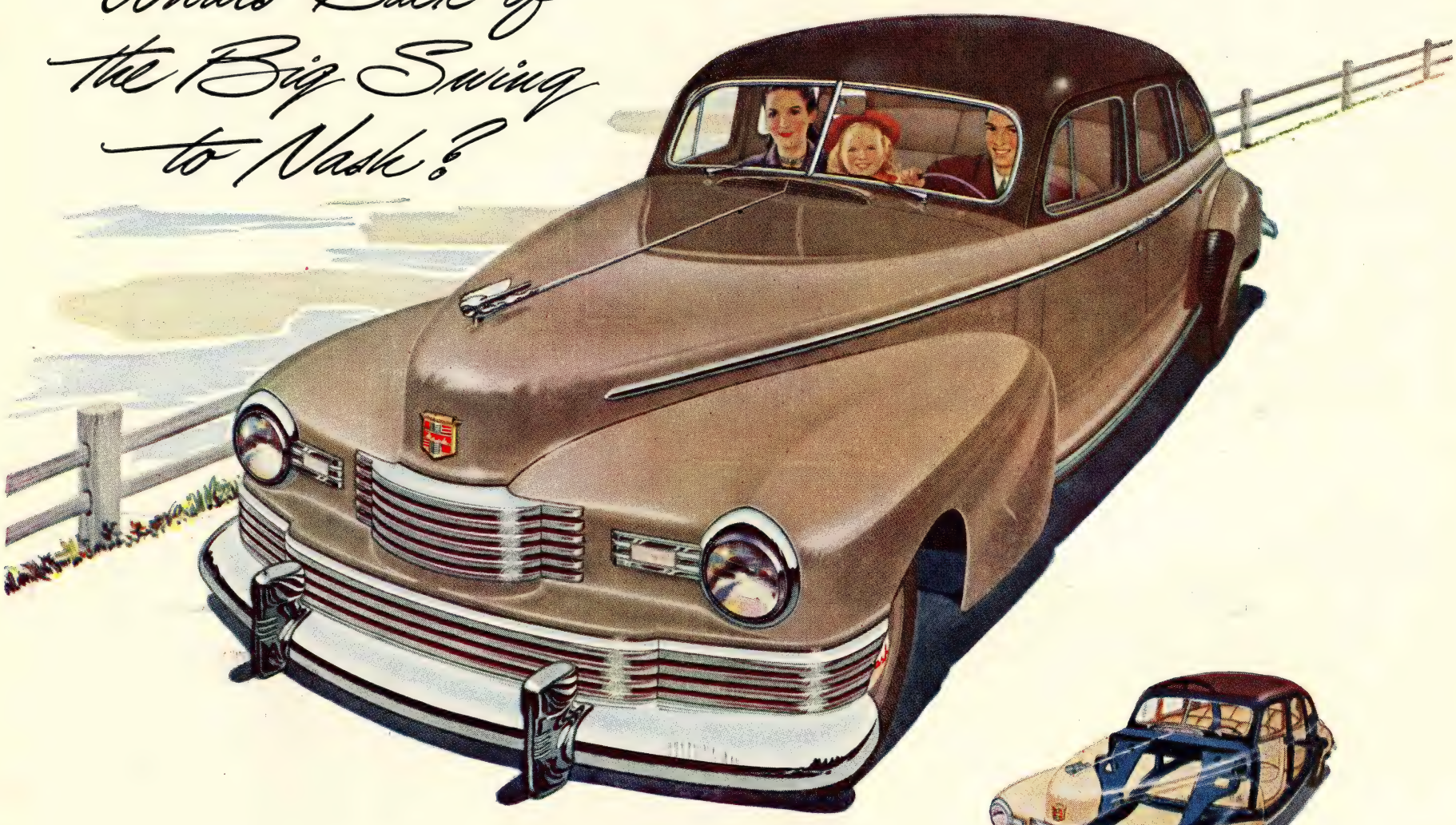
Car after car is a handsome new Nash. And listen to the *talk* about new cars—it's about Nash!

It's about the amazing gasoline mileage of a Nash "600" . . . 25 to 30 miles to the gallon, 500 to 600 miles to the tankful, at moderate highway speed.

The "talk" is about Nash bigness and beauty. The extra seat-room and head-room you get. The big rear compartment that takes a Nash Convertible Bed!

The "talk" is about Nash Conditioned Air. Automatic heat and ventilation that banish forever cold drafts, dust, stuffy air. *And more—*

What's Back of the Big Swing to Nash?



The "talk" is about the soft cushioned *ride* of a Nash —the only car in its field with coil-springing on all four wheels.

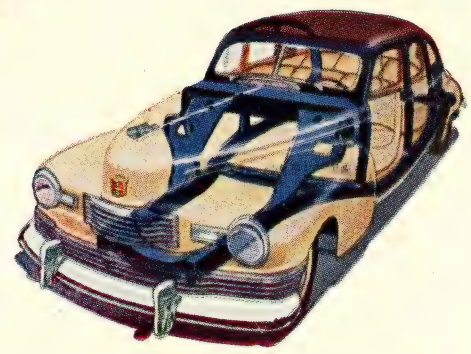
The "talk" is about the amazing new *safety* of Nash unitized body-and-frame construction.

And the "talk" is about Nash value and extra features:

Above all, the *dependability* of a Nash that makes all the new things so worth while.

This, then, is what's behind the overwhelming swing to Nash. The reason *why* even greatly expanded production can't meet the demand.

There's a new kind of automobile dealer in America today. There's where you'll find the new Nash "600," and its brilliant running-mate—the Nash Ambassador.

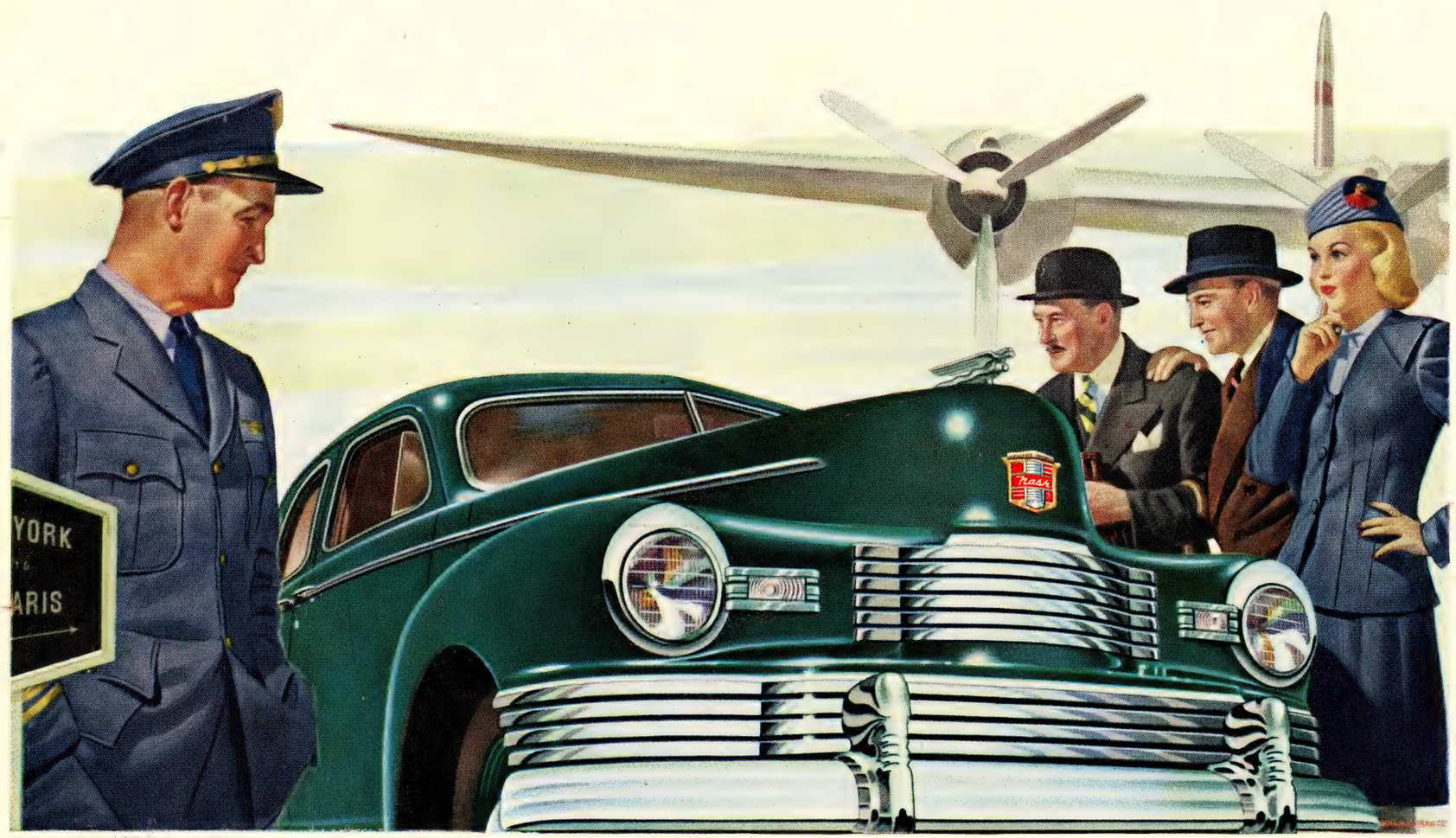


Product of Nash research and engineering, new Unitized body-frame construction sets the pattern for tomorrow. Built a new way, with body and frame *welded* into a single steel-girdered unit, it is lighter yet immeasurably stronger. 8000 spot welds eliminate weak body bolts and noise-making joints.

You'll Be Ahead With **Nash**

Nash Motors Division, Nash-Kelvinator Corporation, Detroit

Ahead of the Headlines



Big changes are coming in Tomorrow's Cars. Everybody predicts it.

And if you'll take a drive in *today's* Nash "600," you'll *know* what's coming!

It's here now—that wonderful performance people are looking forward to! This big 1947 Nash turns in 25 to 30 miles on the gallon, at moderate highway speed!

Conditioned-air comfort? Nash has it *now*—a completely automatic system. Brings you *fresh*, dust-free, moisture-free air, while you drive through a blizzard in your shirt sleeves.

Sleeping car? You can have it *now* in a Nash! A back seat that becomes a double bed.

Smoother ride? Nash already *has* "the coming thing"—super-soft coil springs on all four wheels that turn every road into velvet. Easier steering? A quieter ride? They are *here now* in a new Nash, and the difference is amazing!

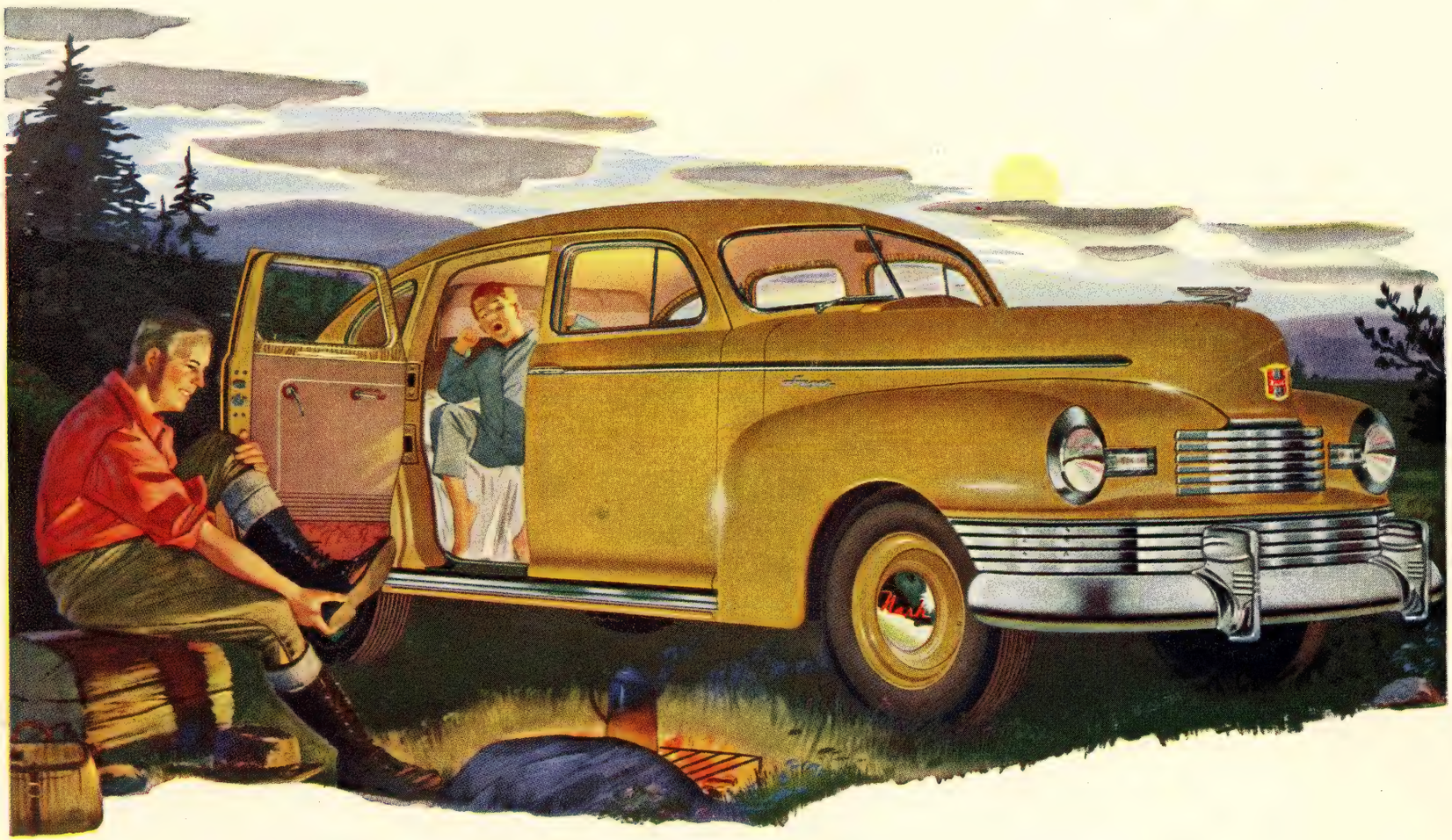
And tomorrow, too, the talk will be about unitized body-and-frame. But Nash has it *now*—a single welded unit that's girder-strong and safe, free of body rattles—and rid of hundreds of pounds of needless weight.

There's a new kind of automobile dealer in this country today. There's where you'll find the new Nash "600" and the new Nash Ambassador.

You'll be Ahead with **Nash**

NASH MOTORS DIVISION, NASH-KELVINATOR CORPORATION

and so-o-o to bed



There's a spot in the hills where the big bass bite and the air is cool with pine.

Get in a new Nash "600" and you'll be there tonight. Just snuggle down in the big soft seat and watch the road start flying backwards.

Look—!

The curves straighten out and the bumps unwrinkle up ahead. The hills lie down and the stuffy day turns sparkling fresh.

Look—your speedometer shows you're getting an incredible 25 to 30 miles on a gallon of gas at moderate highway speed!

Hey—what's happened anyway?

Where's the dust and the noise? The swaying—and the wheel tugging?

A *lot* has happened—since you last bought an automobile. And it's all happened here in the Nash "600."

This car is built a new way. *Welded* (not bolted together)—a single unit body and frame, free of dead weight and noise-making joints.

New, easier steering is here . . . and coil springing on all four wheels . . . new sound-proofing . . . and the famous Nash Weather-Eye automatic "Conditioned Air" System! And a Nash can even sleep you tonight with Convertible Bed equipment. Just yawn . . : and so-o to bed!

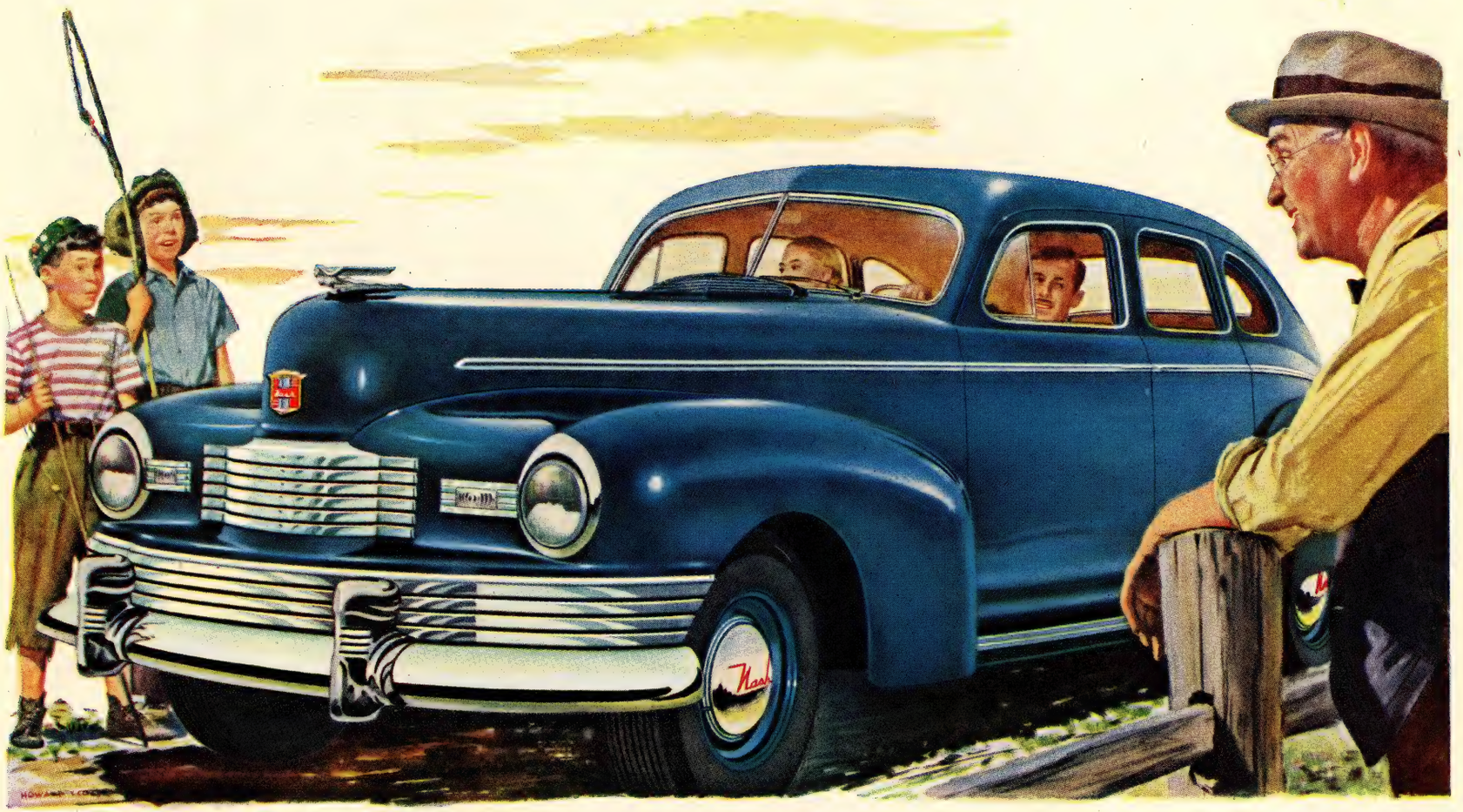
Is it any wonder the swing today is to Nash? Smart people *like* this new kind of car—and the new kind of solid, friendly dealer who sells it. See him today about the brilliant new Nash "600" and the Nash Ambassador.

You'll be ahead with

Nash

NASH MOTORS DIVISION ,NASH-KELVINATOR CORP., DETROIT

Why try to be calm?



Blue skies above . . . and a ribbon of road ahead. Trees in new blossom . . . and you in a bright and spanking new Nash "600."

Why try to be calm?

Let's nudge that throttle and explore what's happened in automobiles these long lost years.

It's *Who-i-s-h . . . and you're gone.*

There used to be a bad road here—remember? And wind-roar, and wheel-tug, and swaying. . .

And dust in your face, and a draft on your neck . . .

Now they're gone . . .

Yes, gone—because this is the day of the Nash "600." The day of the modern, nimble, lighter weight car . . . that's cushioned on coil-springs, all around . . . easier to steer, safer and quieter with its unitized, welded frame-and-body.

The day of Conditioned Air, too. Come rain or shine, or cold or dust, you twirl a dial to have comfort automatically made to order.

Like it? Just keep on going—

At moderate highway speed your next stop for gas is *500 to 600 miles away!* And tonight just give the back seat a pull—with a Nash Convertible Double Bed you can sleep anywhere!

There's a new kind of automobile dealer in America today. There's where you'll find the new Nash "600" and the new Nash Ambassador.

You'll be ahead with **Nash**

NASH MOTORS DIVISION, NASH-KELVINATOR CORPORATION, DETROIT

"I want a Nash"

I'm tired of being tied down to gas pumps and the beaten path . . .

I want a Nash "600."

Sit in it, and you know what an automobile is *really* for.

Touch the throttle, and the whole wide world starts opening up in front . . .

Hills and towns and twisting lanes . . . here they come, and *there they go* . . .

A Nash is quick. It's nimble. It's part of me.

It snuggles down to the curves and erases the bumps, with the magic of four wheel coil springing. It starts, stops, parks on a dime.

Think of it—500 to 600 miles of travel like this, at moderate highway speed, in *one filling* of the Nash "600" gas tank!

Quiet? The engine barely whispers. Body squeaks and rattles? Gone—gone for good—because this is modern construction: an all-welded, single-unit body and frame. And every day is perfect, with Nash Conditioned Air—fresh, dustless, draftless and automatically heat controlled.

And every night is worry-free when you have a Nash Convertible Bed to sleep you where you like.

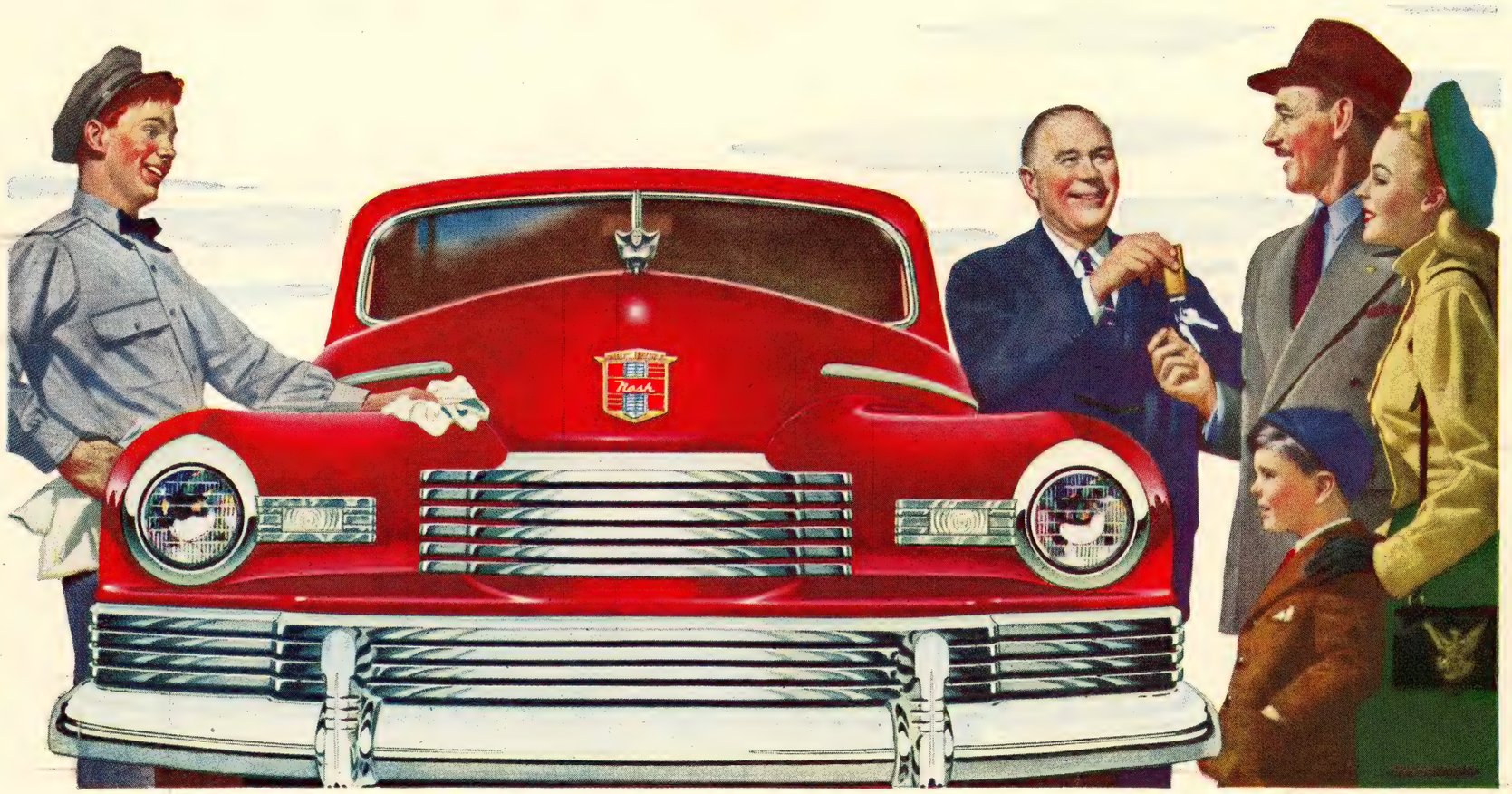
Yes—*I've found the one I want. It's a Nash "600"!*

There's a new kind of automobile dealer in America today. That's where to see the new Nash "600" and the new Nash Ambassador.

You'll be ahead with **Nash**

NASH MOTORS DIVISION, NASH-KELVINATOR CORPORATION, DETROIT

Oh Happy Day!



From now on they will be traveling in style —and getting a sweet 25 to 30 miles a gallon at moderate highway speed.

From now on every road ahead of them will lie smooth as glass, with Nash coil springing on all four wheels erasing the bumps.

From now on they'll enjoy Nash "Conditioned Air." Free of coats and gloves in winter; no dust in summer. A system that's automatic.

From now on, no worries about lodgings—not with the Convertible Bed equipment that can always be ready in a Nash back seat.

From now on the fleet, sweet feel of Flying Scot engine performance . . . and ease of handling that makes all-day driving fun.

From now on, too, the *silence* of a 1947 Nash "600." No body rattles and squeaks. The safety and balance of a one-piece welded body and frame. And above all, rugged dependability that is and always has been Nash.

Naturally, there's the biggest demand in history for the Nash "600," and the sensational Nash Ambassador. So there will be a "wait." But the happy occasion you see above occurs hundreds of times a day in the great new Nash showrooms across America.

Why not today discover for yourself the fun you'll find in a Nash?

You'll be ahead with **Nash**

NASH MOTORS DIVISION, NASH-KELVINATOR CORPORATION, DETROIT

What's it Like?

Br-rr-r—it's blowing zero out there!

But, from where you're sitting, it's a wonderful day. You're in a 1947 Nash "600," and Spring is burstin' out all over.

It's the Nash Weather-Eye Conditioned Air System at work—keeping you warm as toast, the air fresh as a daisy, dust-free—*automatically!*

And that's just *one* Nash feature that sets the pattern for tomorrow.

You don't stop every 200 miles or so to fill the gas tank—not in a Nash "600"! For here's 25 to 30 miles a gallon, at moderate highway speed—in a *big six-passenger car.*

You don't have the rattles and squeaks of the old-type body. An all-welded unitized body and frame eliminates them, and hundreds of pounds of useless weight to boot.

No worry about lodgings, when you can have a Convertible Bed in the back seat.

And *jolts?* Wait till you feel the *immediate* difference in Nash four-wheel coil springing!

It's a brand new feel *to an automobile,* that's all. A swifter, easier, more enjoyable way to go. Get acquainted with the 1947 Nash "600," and its running-mate, the Nash Ambassador. Discover what travel tomorrow will be like.

You'll be Ahead with **Nash**

NASH MOTORS DIVISION, NASH-KELVINATOR CORPORATION, DETROIT

What's it like?

Br-rr-r—it's blowing zero out there!

But, from where you're sitting, it's a wonderful day. You're in a 1947 Nash "600," and Spring is burstin' out all over.

It's the Nash Conditioned Air System at work—keeping you warm as toast, and the air as fresh as a daisy, moisture-free, dust-free—heated automatically.

And that's just one of the wonderful Nash features that set the pattern for tomorrow.

You don't stop every 200 miles or so to fill the gas tank—not in a Nash "600"! For here's 25 to 30 miles a gallon, at moderate highway speed—in a *big six-passenger car.*

You don't have the rattles and squeaks of the old-type body. An all-welded unitized body and frame eliminates them, and hundreds of pounds of useless weight to boot.

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You'll be Ahead with **Nash**

NASH MOTORS DIVISION, NASH-KELVINATOR CORPORATION, DETROIT

I tried to think of something that would be as gay and dashing and wonderful as you are.

So, my Darling, it's a Nash—all for you. A beautiful new Nash "600," to be exact.

I'm sorry about that mud on the wheels—but I'm human—I had to sneak it out for a whirl last night.

Your new Nash is the sweetest-running car I ever had my hands on. It rides like sheer velvet.

Handles like a dream. We went sailing over Schoolhouse Hill as if it didn't exist at all.

I don't want to spoil your fun, but don't miss that little button on the dash called the Weather Eye. It keeps the air always fresh, clean and heated to perfection. You don't even need a coat!

I admit it looks extravagant. But it's a Nash ...and you'll be enjoying it 'til the kids grow up.

Merry Christmas, Darling.

You'll be Ahead with **Nash** **Great Cars Since 1902**

Nash Motors Division, Nash-Kelvinator Corporation, Detroit

Expect the Neighbors to Talk

If you see someone buzzing along without hat or coat—as if it were June instead of cold January—

You can bet it's a Nash he's driving! It has a complete, automatic "Conditioned Air System." Fresh air heated, filtered, circulated without drafts.

If you see heads turn when a car goes ghosting down the street—

You can bet it's a new Nash.

If you hear someone boast, "I haven't stopped in for gas for weeks"—

You know full well he's driving a Nash "600"!

The reason people talk about it is very simple. *There's so much to talk about.*

It's really an "eyeful," and with all the room inside six passengers can ask for.

But—a Nash "600" turns in 25 to 30 miles a gallon at moderate highway speed. 500 to 600 miles on a tankful.

An added feature is a Convertible double Bed for touring—ready to sleep you in three minutes.

And volumes could be written about the unique *Unitized* frame-and-body—one super-strong welded unit that doesn't rattle or squeak.

But when you *drive* a Nash "600"—that's when *you* start taking over the conversation. It's smooth, it's quick, it's light, it's quiet as a mouse. You can park it on a dime, and U-turn it on a nickel. And with four deep, soft coil springs cushioning the wheels, you can't raise a bump even on a winter-rutted road.

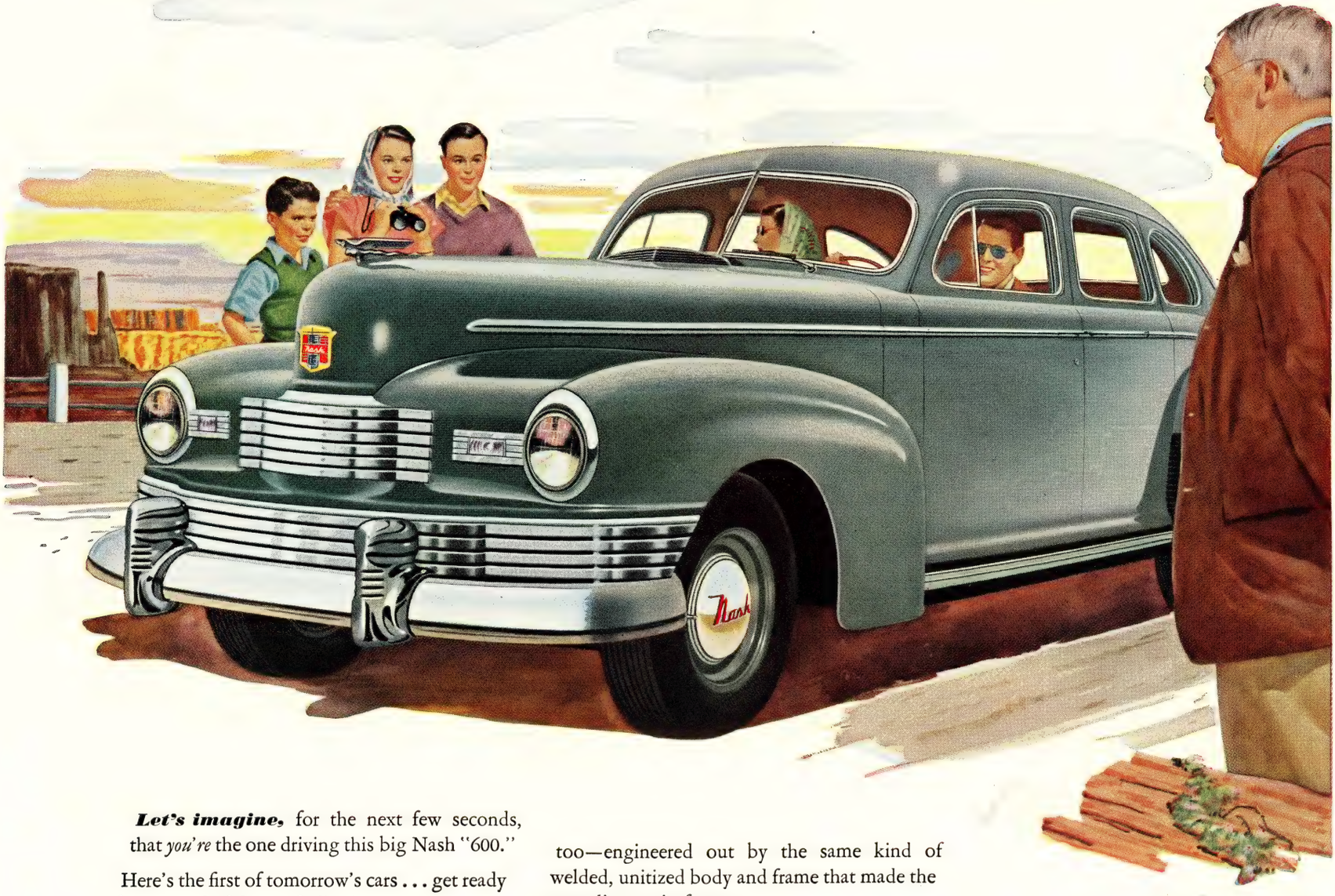
See it today, at your Nash dealer's and take a look at the Nash Ambassador, too. And rest assured that on delivery we will do our level best. We are trying to catch up with the biggest demand in history, but there *will* be delay. So whether you are waiting, or ordering—please be patient. You'll be glad.

Nash Motors

Division of Nash-Kelvinator Corporation, Detroit, Michigan

YOU'LL BE AHEAD WITH Nash

Pamper yourself for 45 seconds—



Let's imagine, for the next few seconds, that *you're* the one driving this big Nash "600."

Here's the first of tomorrow's cars . . . get ready for a wonderful new feeling!

It's lively. It's quick. It's eager to romp over the hills.

It goes—and goes—and *goes* on a gallon of gas. From 500 to 600 miles on a tankful, at moderate highway speed!

The old-time drag of dead weight—*that's out*. New ease of steering—*that's in*. And with Nash coil-springing on *all four* wheels the bumps disappear like magic!

Rattles and squeaks? They're old-fashioned, too—engineered out by the same kind of welded, unitized body and frame that made the streamliner train famous.

And it's no illusion that the air is fresher: That's Nash Conditioned Air you're breathing . . . filtered of dust, rid of stuffiness, and warmed, when desired, by the famous Weather Eye.

Yes—it's *Tomorrow's* motoring—even to a Convertible Double Bed if you like.

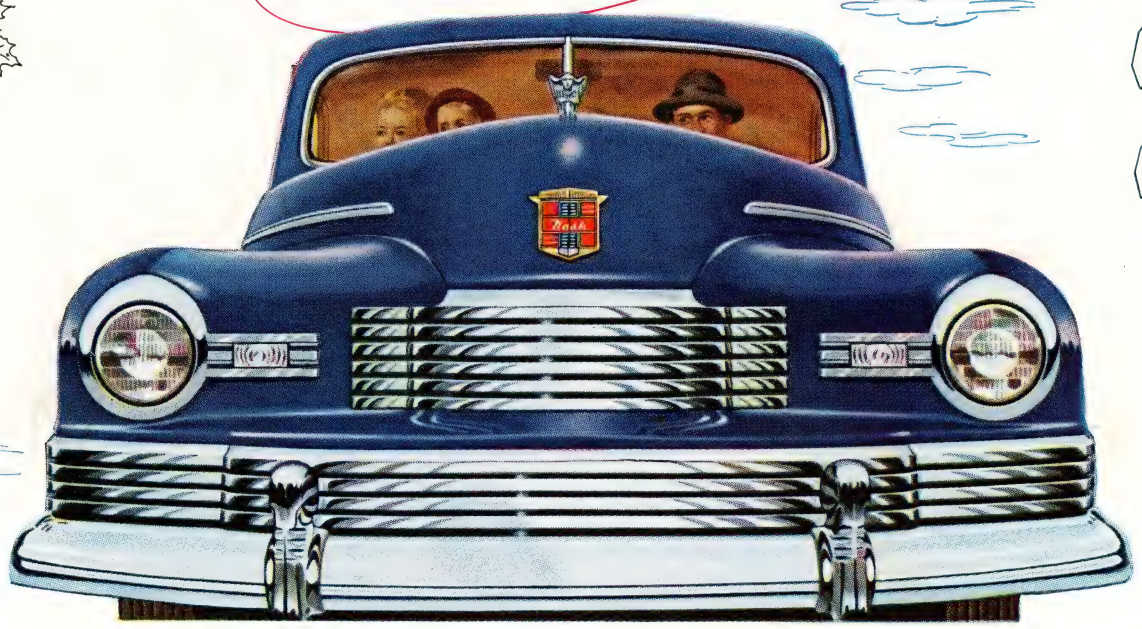
But why read about it—when you can see for yourself why the nation-wide swing is to Nash! There's a new kind of automobile dealer in America today. That's where you'll find the new Nash "600" and the new Nash Ambassador.

You'll be ahead with

Nash

NASH MOTORS DIVISION, NASH-KELVINATOR CORP., DETROIT

It Goes— and Goes— and Goes— on a Gallon!



Yes—a Nash "600"—the big 6-passenger car—travels *25 to 30 miles* on a gallon of gas, at moderate highway speed. Up to 600 miles on a tankful!

But that doesn't begin to tell why thousands of buyers each month switch to this new Nash.

There's the utter *smoothness* of deep coil springs at all four wheels—that make a rough, tough road ride like velvet!

There's year 'round *comfort* in Nash Conditioned Air . . . with automatic temperature control . . . free from dust, and drafts, and stuffy air.

There's the new unitized body and frame . . . *engineering* out the old-time squeaks and rattles.

And you can even have the *convenience* of a double Convertible Bed for wayside lodging, anywhere, anytime.

More fun per mile—and more miles per gallon—that's what you get in a new Nash "600"!

There's a new kind of automobile dealer in America today. He has the great new Nash "600" and the Nash Ambassador.

You'll Be Ahead With **Nash**

NASH MOTORS DIVISION, NASH-KELVINATOR CORPORATION, DETROIT

There's magic in the Weather Eye!

This is you driving a Nash—in *zero weather!*

No coats, no gloves. Yet you are as cozy as though you were sitting at home.

Windows are closed to the top. Yet the air you enjoy is sparkling fresh and clean—changed every second without a whisper of a draft. The smoke of your cigar mysteriously disappears. No stuffy air, no foggy windshield, no danger of monoxide fumes! And no matter how cold it gets, the temperature inside a Nash remains the same—*automatically.*

In blizzards, in rain-storms, in dust-storms, in *all* weather—the Nash Weather-Eye Conditioned Air System guards your comfort and health. It was invented by Nash, perfected by Nash—and you won't find it in any other car at any price.

And it is only one of the amazing, incredible engineering features that you find in a Nash "600." More than 25 miles on a gallon of gas, at average highway speed! Larger interiors . . . single unit body and frame, welded rattle-proof construction . . . the cradled ride of coil springs on all four wheels!

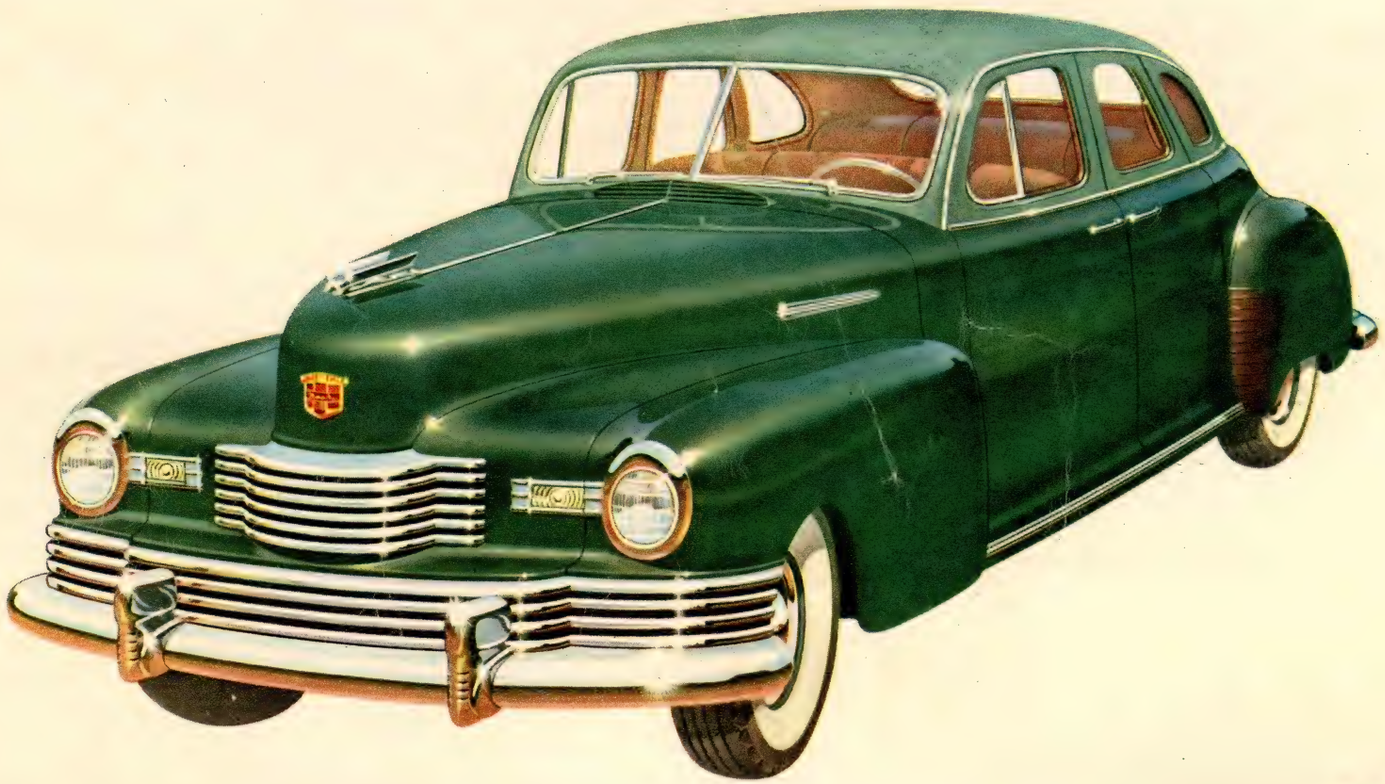
In any type of driving, in any kind of weather, you'll see the difference in a Nash. There's a new kind of automobile dealer in America today. There's where you'll find the great new Nash "600" and Nash Ambassador.

Product of Nash research and engineering, new Unitized body-frame construction sets the pattern for tomorrow. Built a new way, with frame and body *welded* into a single steel-girdered unit, it is lighter and immeasurably stronger. 8000 spot welds eliminate noise-making joints.

YOU'LL BE AHEAD WITH **Nash** GREAT CARS SINCE 1902

Nash Motors Division, Nash-Kelvinator Corporation, Detroit

We even engineer the air



YES—we have coil-springing on all four wheels, and that's wonderful.

YES—the seats are wider in a Nash, and there's more headroom and stretch-room for everybody. And a Convertible double Bed, too, if you like.

YES—a Nash "600" delivers 25 plus miles to a gallon at average highway speeds.

But this doesn't begin to explain the overwhelming and ever growing swing to Nash—

Because what people get in a Nash *can't be had in any other automobile* at any price!

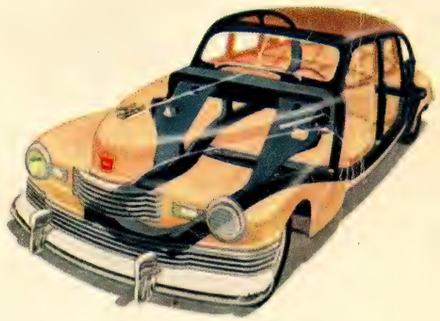
We even engineer the air in a Nash. For with the famous Weather-Eye Conditioned Air System you enjoy automatic heat and ventilation . . . freedom from overcoats and gloves, stuffy air, dust, drafts, fogged up windows.

You get the strength and quietness of a single, welded unit body and frame.

You get a *brand-new feel* to an automobile—a swifter, quieter, more enjoyable way to travel.

And you get the fine old-time ruggedness of a Nash—the dozens of quality features and extra values that have built a world-wide tradition of lasting dependability.

But words can't *tell* you what a Nash is like. Try one yourself—and *see*.



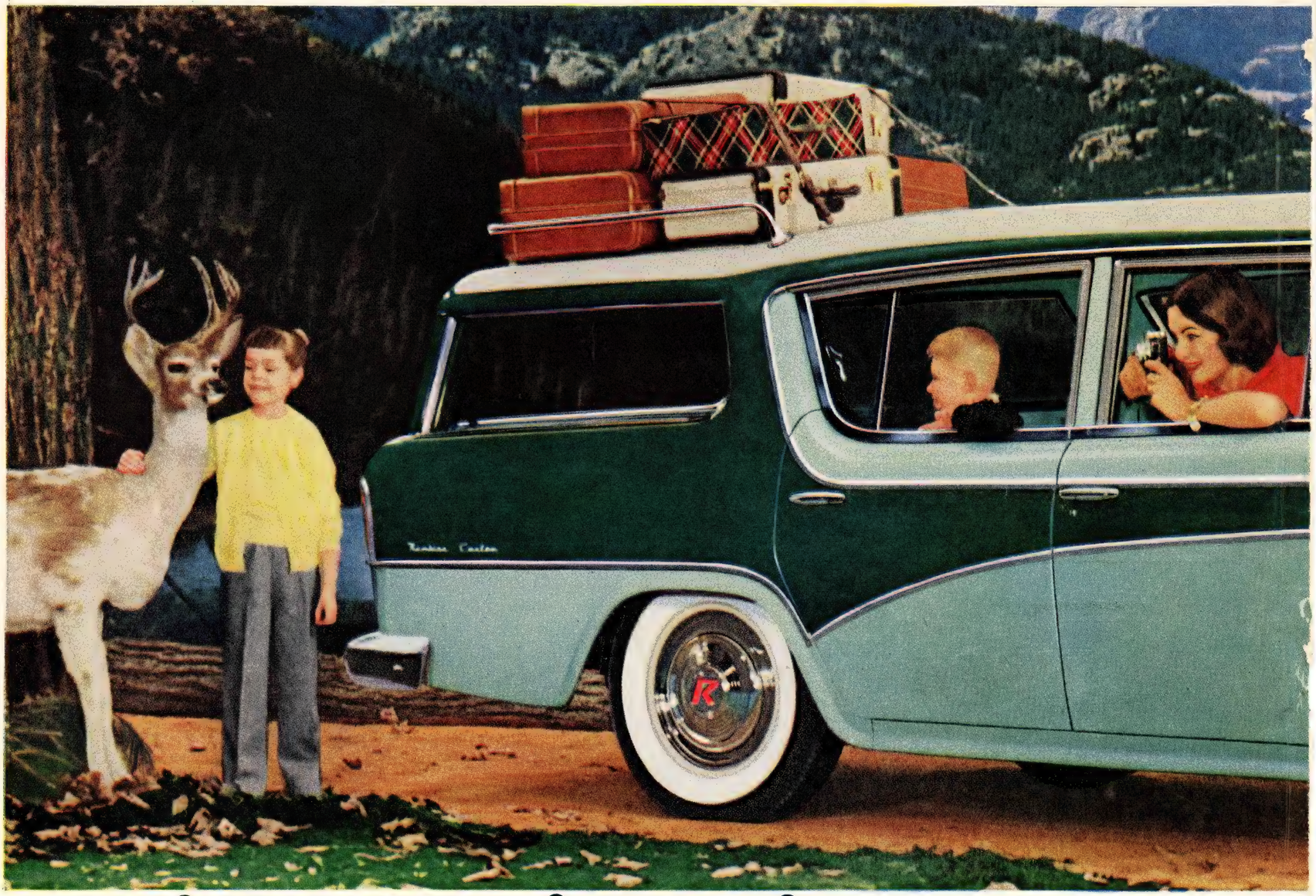
Product of Nash research and engineering, new Unitized body-frame construction sets the pattern for tomorrow. Built a new way, with frame and body *welded* into a single steel-girdered unit, it is lighter and immeasurably stronger. 8500 spot welds eliminate noise-making joints.

Nash **Great Cars Since 1902**

Nash Motors Division, Nash-Kelvinator Corporation, Detroit

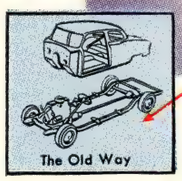
SEE THE RAMBLER THAT TRI

All-New Cross Country St



3 Cars in 1: ❶ *It's the sturdiest, rattleproof 4-door station wagon!* ❷ *It's a luxurious town sedan!* ❸ *It's the ideal family travel car!*

Hurry! Still Time to Win 1/4 Million $$$ Contest!
Name This Construction! Win $25,000 FIRST PRIZE!



See the biggest difference in cars today —single unit car construction! Then give us a name for this stronger, safer, more modern way to build cars. You can win $25,000 or an Air Conditioned car—or one of 1,110 other wonderful prizes! Get Free Entry Blank and Rules from your Nash dealer or your Hudson dealer now!

Come see what's switching thousands to Rambler!

Come see and drive the smartest, most practical car you can buy—this 3-in-1 Rambler Cross Country. For the first time, a king-size 4-door station wagon . . . yet with all Rambler's famous maneuverability . . . a *rattle-proof* carryall with extra cargo space, inside and out . . . with luxury appointments and interiors that rival a $5,000 limousine. A long distance car with Airliner Reclining Seats, Twin Travel Beds—even All-Season Air Conditioning.

Think of having a car with visibility, headroom and shoulder room, front and rear, that beats the average of the "other three" cars—yet out-turns, out-maneuvers, out-parks them all . . . cushions your ride three times better with Deep Coil Springs on all four wheels . . . gives more miles on a gallon of gas.

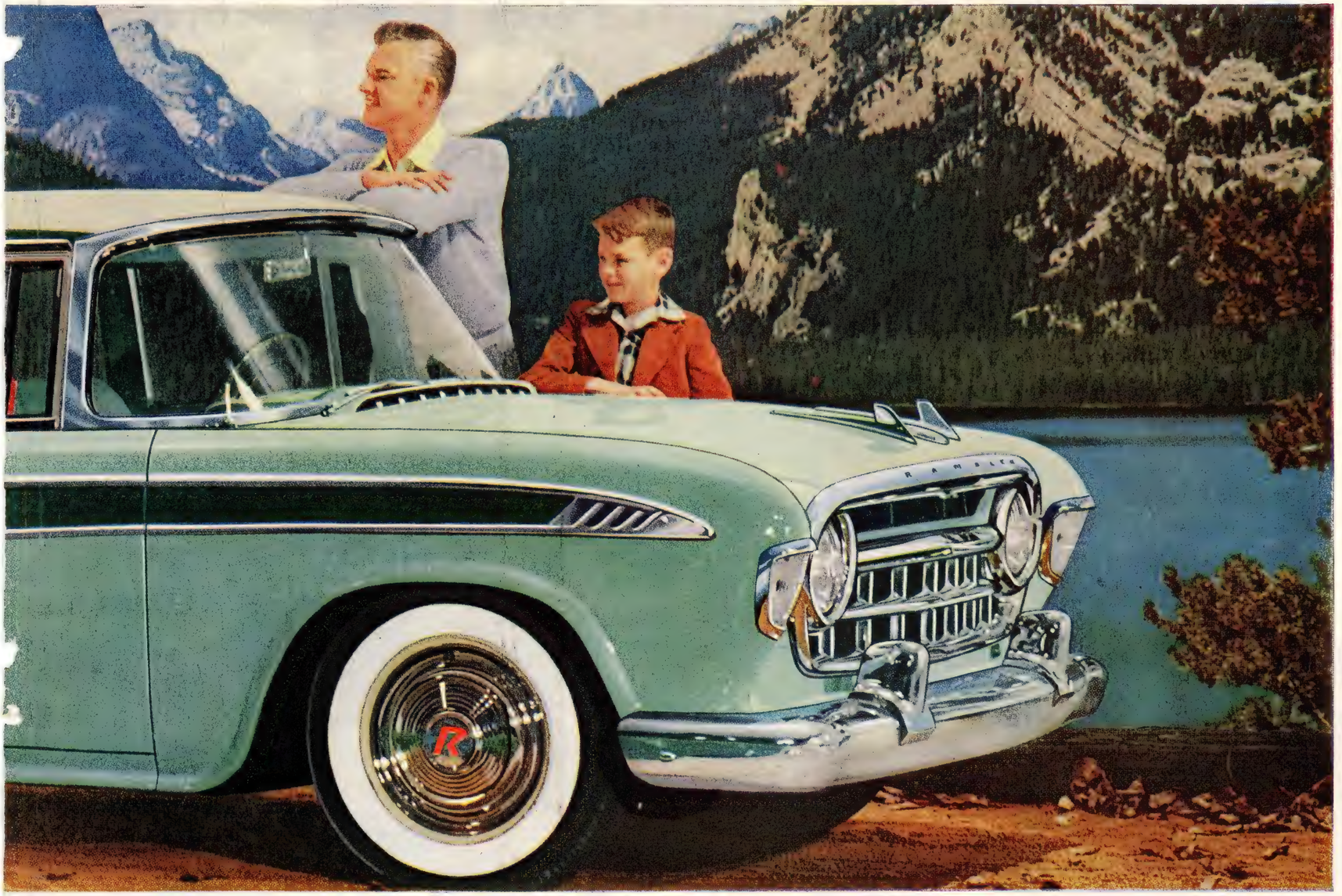
Tops the whole low-price field in resale!

See the official figures in the N.A.D.A. Used Car Guide, that prove Rambler returns most of its original cost. See it. Drive it. At Nash Dealers. At Hudson Dealers.

HUDSON DEALERS HAVE IT.

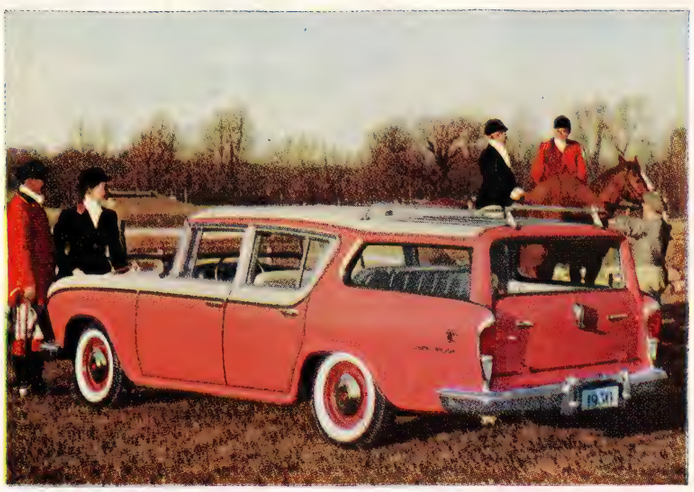
PLES YOUR MONEY'S WORTH!

ation Wagon - 3 Cars in 1!



Open air everywhere! Instead of the clumsy "stick-out" upper tailgate, a roll-down rear window!

Why sit "bolt upright"? Relax in Airliner Reclining Seats. Perfect for children's naps on trips.



$2199! With 80 cu. ft. of cargo space in the new Super Cross Country, it is the lowest price in America for a 4-door station wagon, delivered at the factory, including federal taxes. State and local taxes, if any, white side wall tires, if desired, extra.

Drive The All-New

Rambler

You'll Make The Smart Switch For '56

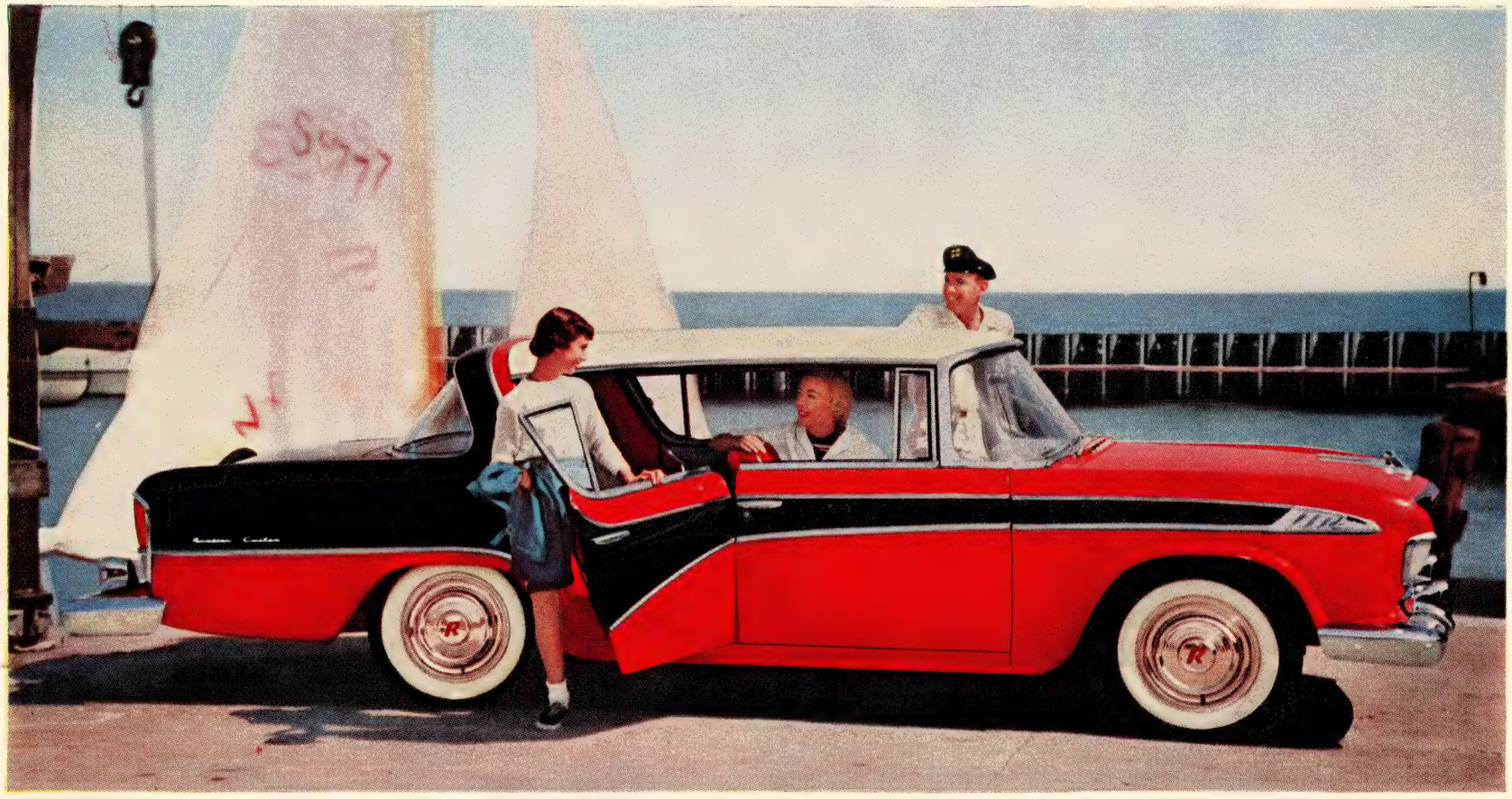
PRODUCT OF AMERICAN MOTORS
AMERICAN MOTORS MEANS MORE FOR AMERICANS

See **Disneyland**—*great TV for all the family over ABC Network*

NASH DEALERS HAVE IT!

More Fun Per Mile — More Miles Per Dollar!

In the Glamorous All-New Rambler for 1956!



All-New Rambler 4-Door Hardtop

The facts are yours — AT HUDSON DEALERS • AT NASH DEALERS

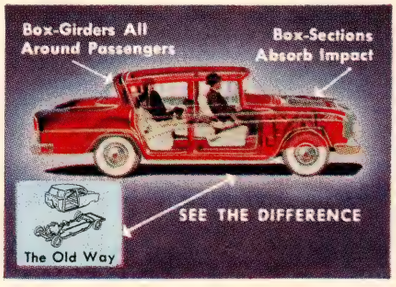
Here is the car that has put fun back into motoring and gives you a bonus in economy!

It's the completely new Rambler for 1956! Where else in the world can you find such a combination of trim beauty—spacious roominess—*built-in* safety—all in one top luxury car—the smartest, gayest thing on wheels—all at America's *lowest price!*

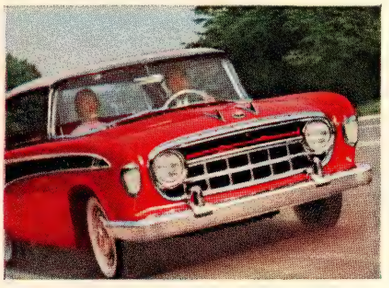
See the widest windshield—the finest visibility in the low-priced field. See shoulder room and headroom greater than some cars costing twice as much—in the Rambler that handles easiest of all!

See the proof at your Hudson dealer or your Nash dealer—never before has a car so fine been priced so low. Make the smart switch for '56—to Rambler.

Make the Smart Switch to Airliner Reclining Seat luxury. You have a nap couch to keep children fidget-free on trips, relax grown-ups. Even a chaise longue!



Make the Smart Switch to Double Safe Single Unit Car Construction. All-welded, twice as rigid with "double lifetime" durability—means higher resale value.



Make the Smart Switch to the car that out-corners, out-parks them all. Entirely new ride—first low-priced car with Deep Coil Springs on all four wheels.

YOU SAVE ON FIRST COST.

Model for model, Rambler is lowest-priced of all, with similar equipment, yet you get luxuries that rival the $5,000 cars—Power Brakes standard on custom models!

YOU SAVE ⅓ ON GASOLINE.

New Typhoon OHV engine, with 33% more power, delivers up to 200 more miles on a tankful than other low-price cars.

YOU SAVE ON AIR CONDITIONING.

All-New, All-Season Air Conditioning cools, warms, dehumidifies, ventilates and filters air—all at the lowest price in America.

YOU SAVE ON TRIPS.

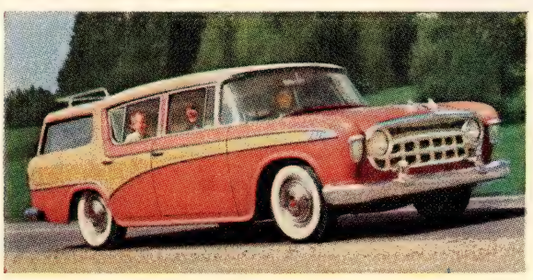
It's a luxurious pullman on wheels with Twin Travel Beds for hunting, fishing or vacation trips. No tents or cots needed.

YOU SAVE ON RESALE VALUE.

Latest figures from N.A.D.A. Official Used Car Guide, show Rambler tops the whole low-price field in resale value. You get more car for your money when you buy a Rambler . . . you get more money for your car when you sell.

New Rambler Cross Country Station Wagon! Enjoy more fun per mile and per dollar in America's lowest-priced four-door Custom Station Wagon.

Drive the smartest, most practical car for work or play on the road today!



DRIVE THE

Rambler

You'll Make the **Smart** Switch for **'56**

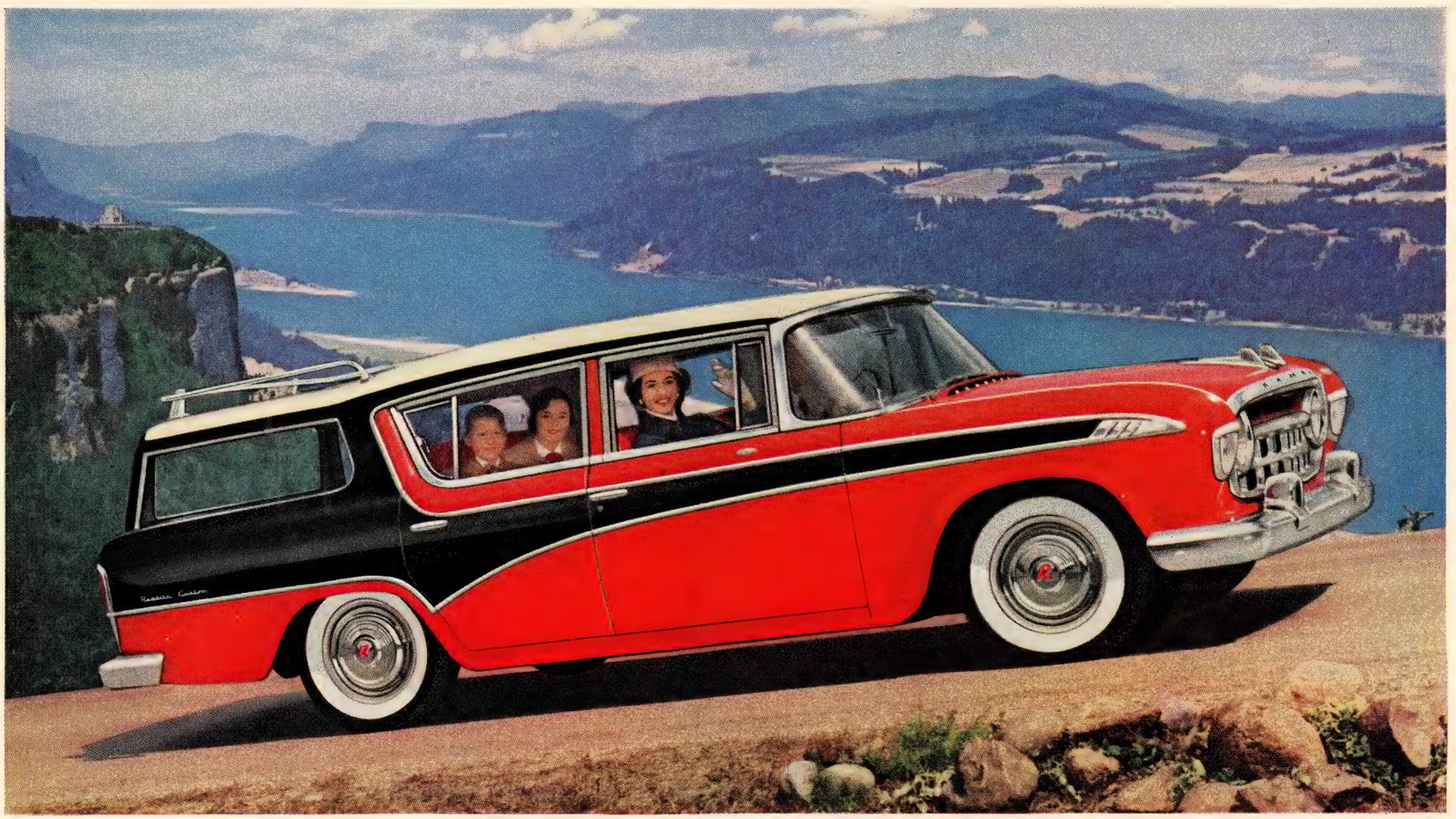
AMERICAN MOTORS MEANS MORE FOR AMERICANS

AT ALL **NASH** DEALERS • AT ALL **HUDSON** DEALERS

See Disneyland—great TV for all the family over ABC network.

BARRELS OF FUN ON SIPS OF GAS !

See The Rollicking Rambler Cross Country



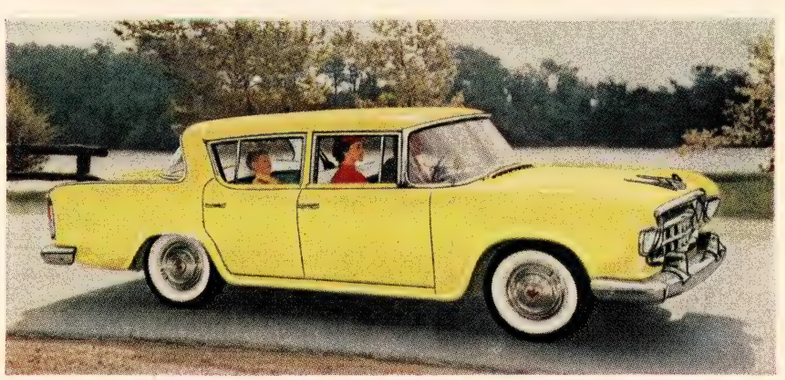
Yes, you can enjoy Air Conditioning in your Rambler Cross Country—at less than 1¢ per mile! Ask your dealer!

PRODUCT OF AMERICAN MOTORS

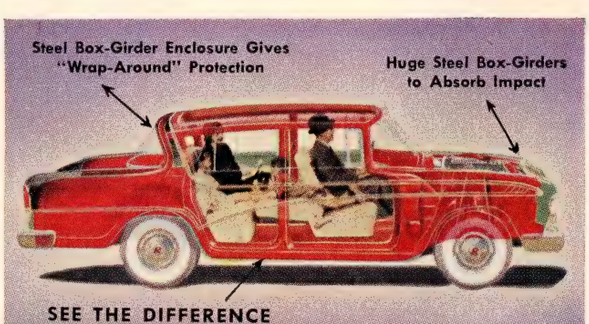
There's a new kind of life awaiting you in America's most rollicking car—the Rambler Cross Country. Discover the thrill for yourself. Slip behind the trim wheel and touch your toe to the accelerator pedal. Head toward the horizon. Notice how swiftly and smoothly it takes the hills. Then—turn into a busy city street. You'll find you slip through traffic with fingertip ease. And when you need to park you'll slip into spots you would have to pass up with less compact cars.

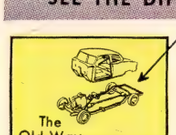
And through it all, you'll scarcely notice a flicker of the gas gauge. For Rambler gives you all these barrels of driving fun on mere sips of fuel.

Better drive a Rambler Cross Country for yourself tomorrow. Learn why this is the one car that gives more travel fun for every member of the family. And it's the car that's tops in resale—tops in gas mileage, too. You can see and drive Rambler at your Nash dealer or your Hudson dealer now!



Fastest, lowest-priced All-Season Air Conditioning refrigerates, ventilates, filters, dehumidifies air. Travel cool and fresh on hottest, muggiest days! No dust, no hair-mussing wind.





In Single Unit Construction (above), frame is a welded steel box-girder enclosure as big as the car—"wrap-around" protection! Stronger, safer! Other cars (left) merely bolt body to a separate, flat frame.

$1826 **America's lowest price** for a De Luxe 4-Door sedan, delivered at the factory, Kenosha, Wisc., including all federal taxes. State and local taxes, if any, Airliner Reclining Seats, Air Conditioning, Wheel Discs, Whitewall tires (if desired), extra.

See, Drive the All-New

Rambler

You'll Make the Smart Switch for '56

American Motors Means More For Americans

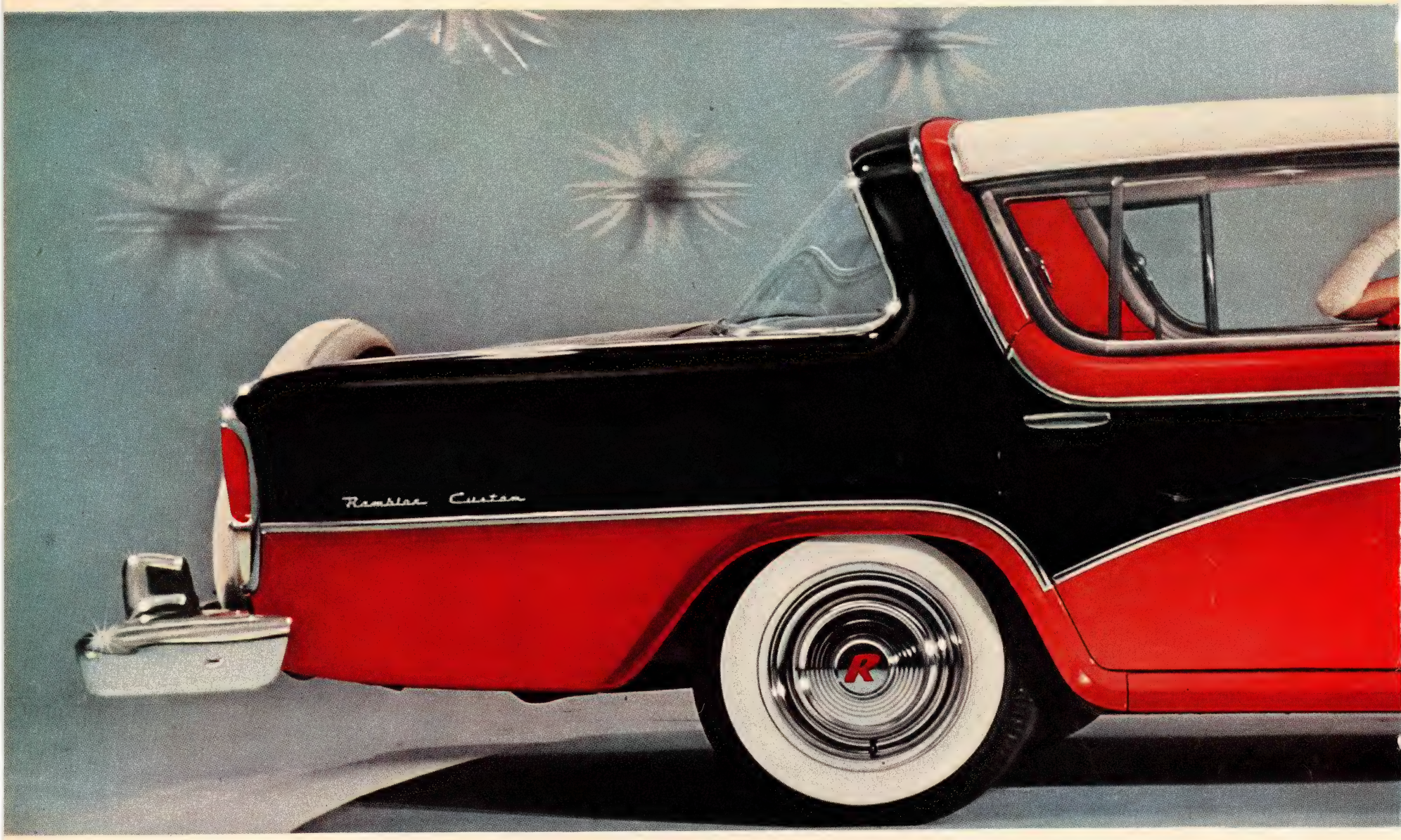
See DISNEYLAND—Great TV for all the family over ABC Network.

AT ALL **HUDSON** DEALERS • AT ALL **Nash** DEALERS

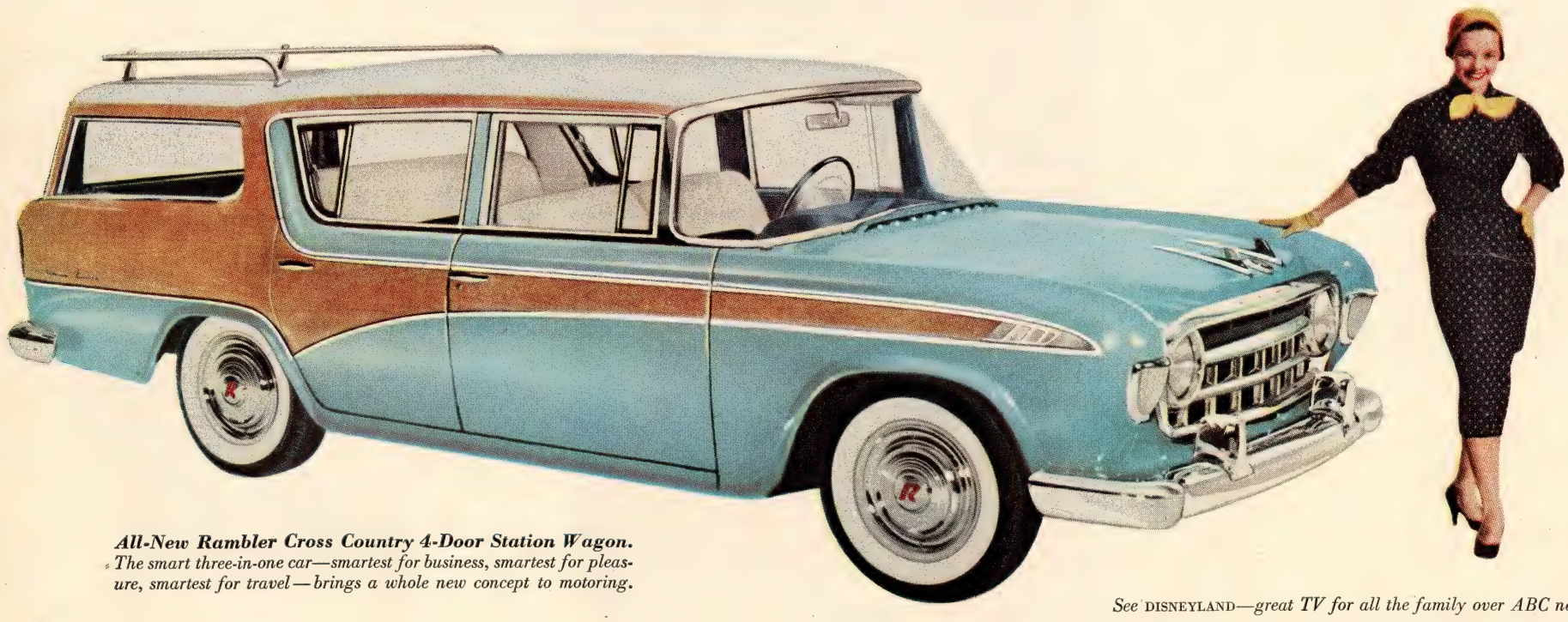
HUDSON DEALERS HAVE IT!

PRESENTING

The All-New, All-A



All-New Rambler 4-Door Hardtop *features distinctive Fashion Safety Arch—completely new styling—with sparkling new color-keyed interiors. Continental Rear Tire Mount—optional.*



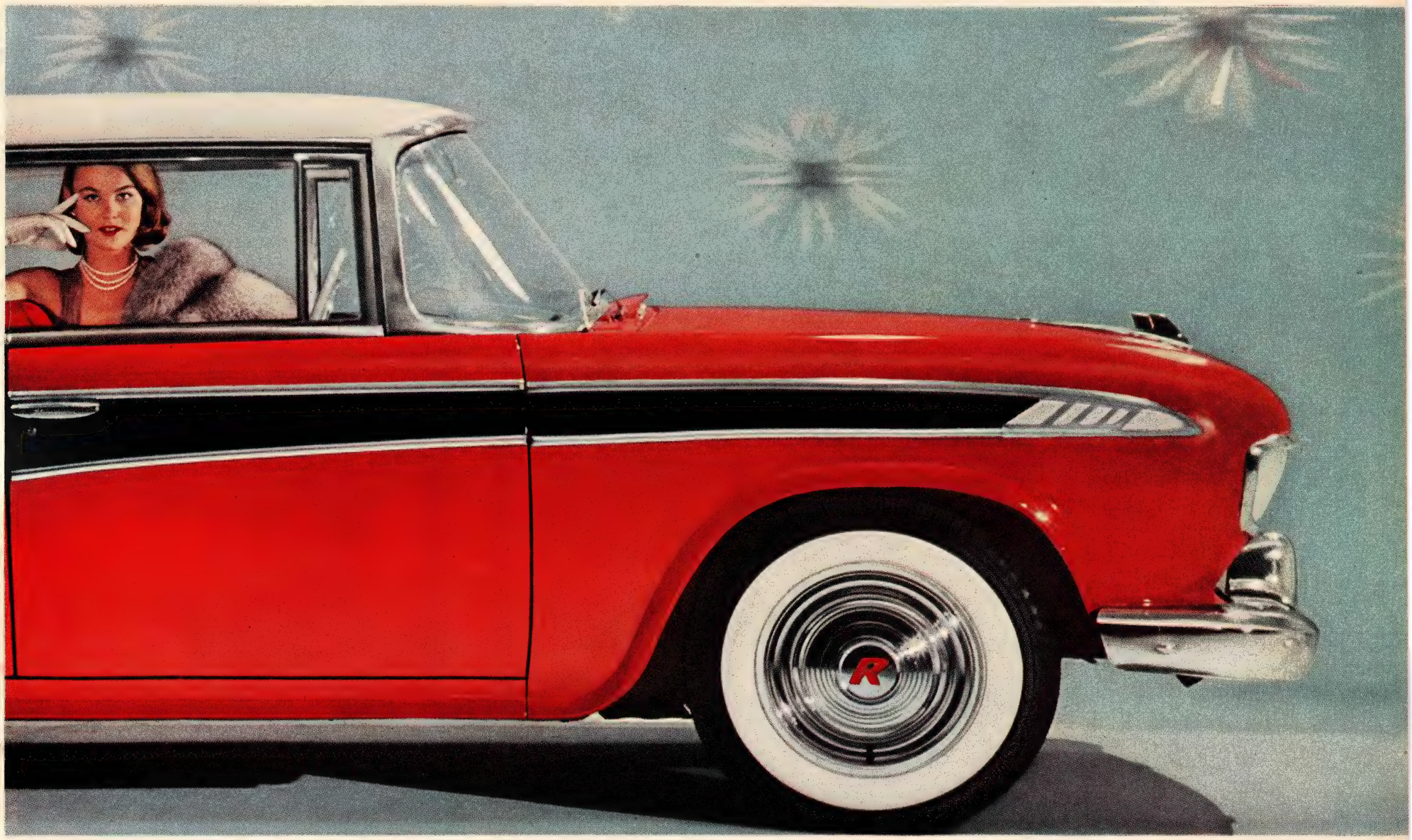
All-New Rambler Cross Country 4-Door Station Wagon.
The smart three-in-one car—smartest for business, smartest for pleasure, smartest for travel—brings a whole new concept to motoring.

See DISNEYLAND—*great TV for all the family over ABC network.*

FOR 1956

NASH DEALERS HAVE IT!

merican Rambler



These Facts will Amaze Everybody who Drives an Automobile

The Solid Gold Look: Here, for the first time, are the millionaire's luxury, the appointments, the class and dash—the 24-Karat quality—customarily found in more expensive cars. It's yours only in Rambler . . . the car with the lowest first cost . . . lowest operating cost . . . highest resale value.

King-Size Inside, Rambler-Size Outside: Never before—at anywhere near the price—have you known a car with such luxury, quality and features. Even Airliner Reclining Seats and Twin Travel Beds. It's a king-size car inside, with room for six big people . . . yet it fits every parking space, every garage in America.

Thrifty and Packed with Power: It gives you up to 30 miles on a gallon of gas, yet its completely new 120 Horsepower Typhoon OHV (overhead valve) engine out-performs them all. The 1956 Rambler out-parks, out-maneuvers, out-handles every car on the road.

Built with Fortress-Like Safety: The Rambler is built the better way—the American way—with Double Safe Single Unit Car Construction—body-and-frame one single unit. Passengers ride surrounded by a fortress of steel above, below, and to the sides. It gives your Rambler a double lifetime of rattle-free service and top resale value.

Smartest for Town and Travel: Make the smart switch to the smartest thing on wheels. It's the all-new idea in motoring, offering advanced style, luxury and appointments that rival the $5,000 cars. Switch to the most distinctive car on the road—the smart Rambler for 1956.

AT YOUR NASH DEALER • AT YOUR HUDSON DEALER

DRIVE THE RAMBLER

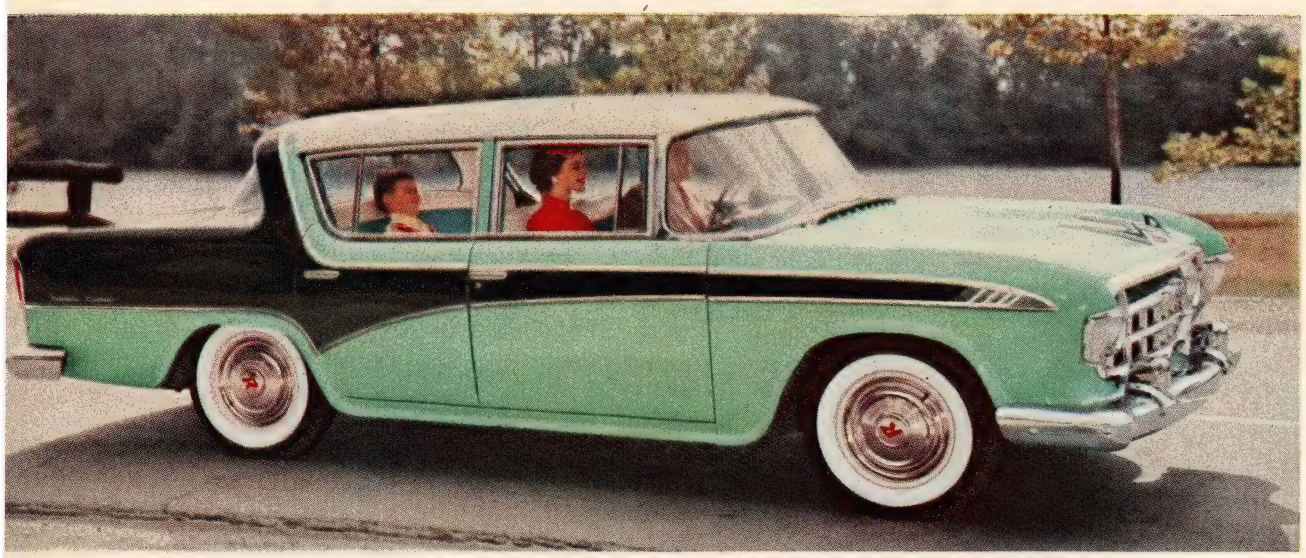
PRODUCT OF AMERICAN MOTORS

AMERICAN MOTORS MEANS MORE FOR AMERICANS

You'll make the Smart Switch for '56!

See next page

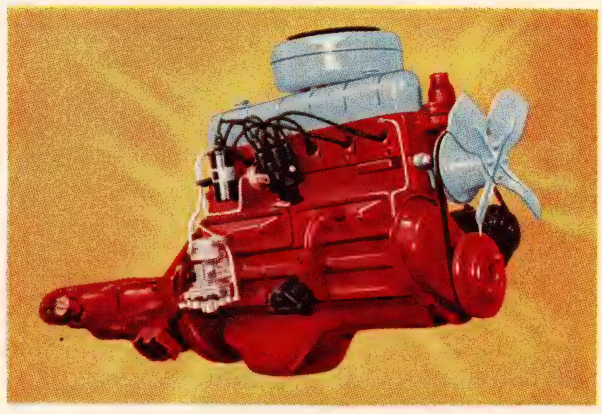
MAKE THE SMART SWITCH FOR '56
to the All-New Car for All America — RAMBLER



The All-New, Glamor-New Rambler Four-Door Sedan! The big, smart family sedan for young American families on the go. You get all Rambler's distinctive new styling . . . all Rambler's new king-size room . . . all Rambler's new split-second starting, split-second acceleration, split-second parking and turning—all at Rambler's low, low prices. Power Brakes are standard on custom models. All other power assists optional at extra cost on all Ramblers.

All-New Fashion Safety Arch—sweeps up and over the rear window and passenger compartment, giving the greatest overhead protection ever. Upswept lines give a distinctive new flair and "let's go" dash to Rambler.

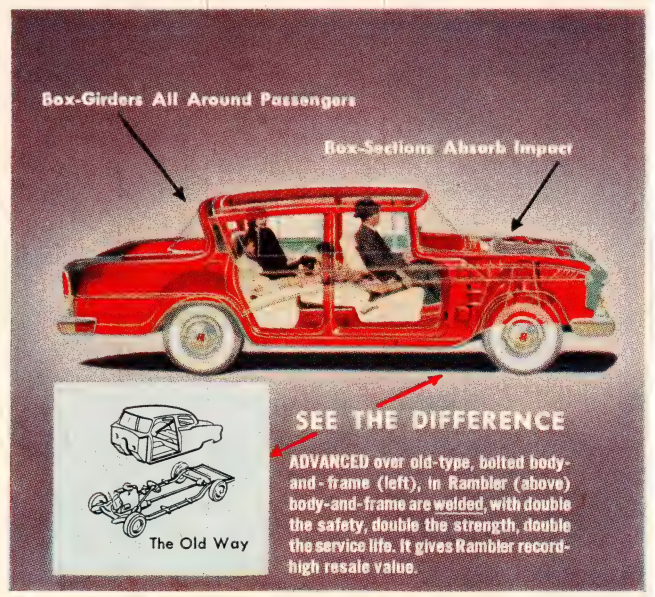
All-New Visibility! Look at Rambler from the front, the rear, the sides. Here is unimpaired visibility all-around. Shoulder room that rivals that of the high-priced cars . . . room for six big people. King-size room, king-size view.



All-New Typhoon OHV Engine—has 33% more power, still gives up to 30 miles a gallon. New 12-volt ignition for faster starts, extra spark for high-speed travel. Hydra-Matic Drive, Overdrive, and Power Steering available.

All-New Travel Comfort! Imagine Airliner Reclining Seats in a motor car. Instantly make a chaise longue—day couch for napping children or Twin Travel Beds for comfortable sleeping on camping trips or vacation.

All-New! The Most Exciting Interiors on the Road! In luxury appointments and luxury features, the Rambler rivals the most expensive cars. The right interiors are color-keyed to harmonize with the Triple-Tone and Two-Tone exteriors. You have a choice of 15 decorator-styled trim combinations including Genuine Leather in six beautiful colors. Ask your Nash dealer or your Hudson dealer to show the wide choices available. Choose the one that thrills your taste.



Unequaled Safety—with Double Safe Single Unit Car Construction—body-and-frame welded as a unit. Extends structural girders around passengers and engine for greater safety. Rattleproof, lasts a "double lifetime".

AT ALL
NASH
DEALERS

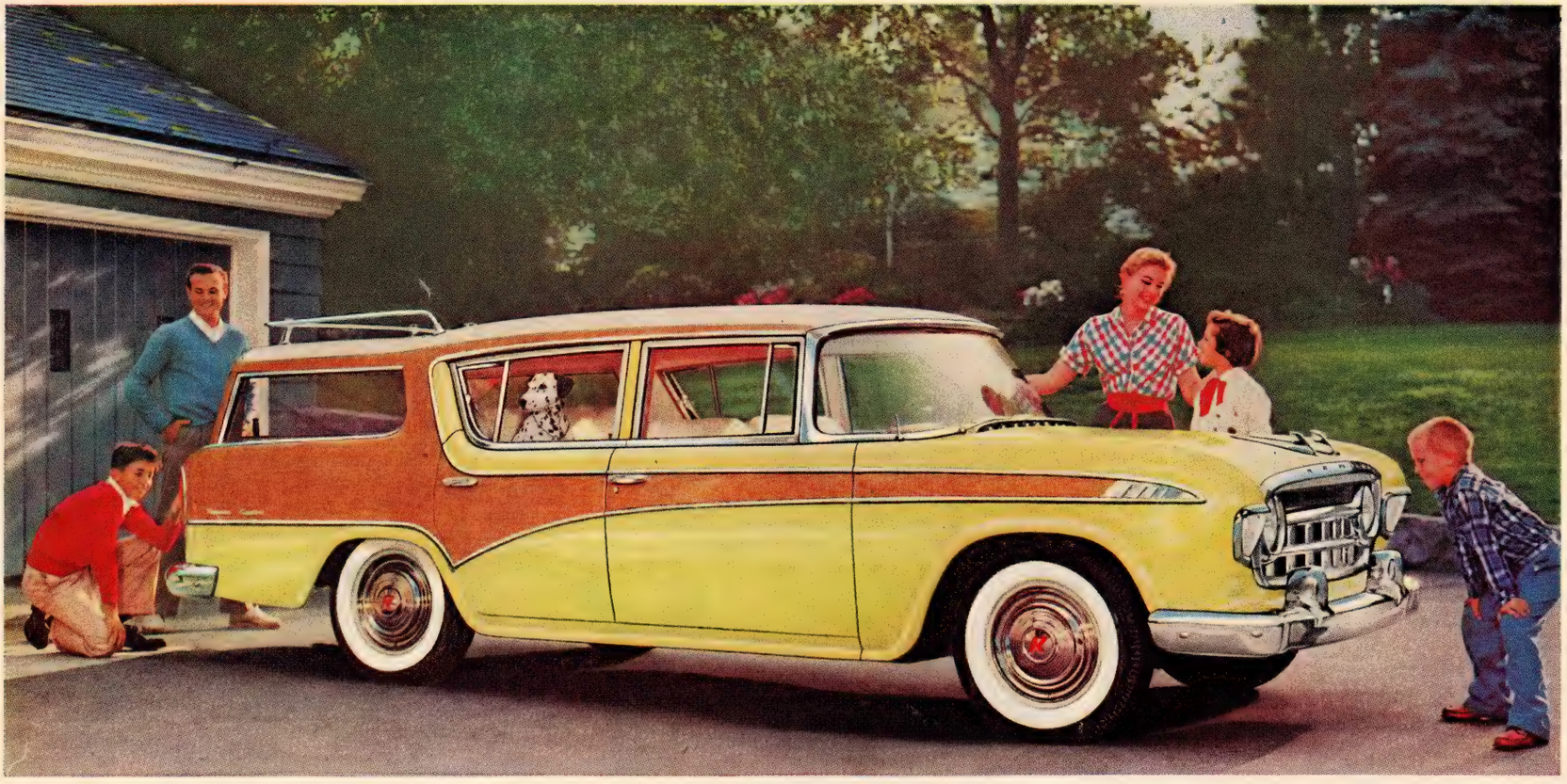
Rambler

See DISNEYLAND—*great TV for all the family over ABC network.*

AT ALL
HUDSON
DEALERS

The Fun Goes UP...The Costs Go Down!

See the All-New 1956 Rambler "Cross Country"



NASH Dealers Have It! — HUDSON Dealers Have It!

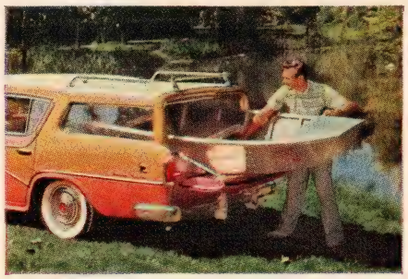
Why pay a fortune more and miss all the fun of a Rambler? Make the smart switch to the smartest thing on wheels—the all-new idea in motoring. Switch to Rambler for 1956—complete new luxury that rivals $5,000 cars—all-new distinction in styling—the "Solid Gold Look"—all-new visibility.

Switch to entirely new travel comfort—Airliner Reclining Seats—new Deep Coil Springs on all four wheels—and headroom and shoulder room that beat the average "Other Three" low-price cars.

Switch to the Mobilgas Economy Run Champ that gives up to 30 miles a gallon. All-New Typhoon OHV engine that rules the open road—and city traffic, too!

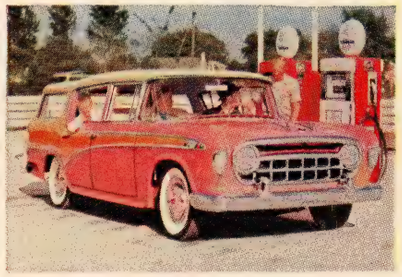
Yes, do what thousands are doing. Make the smart switch to Rambler—easiest to park! Most fun to drive! Costs least to operate! See your Hudson dealer or your Nash dealer today.

Traveling's more fun when you camp where you like . . . no bother with tents or cots. Airliner Reclining Seats make day couch for children or Twin Travel Beds.

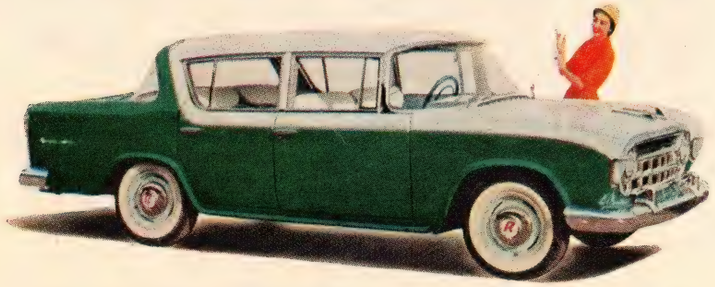


Take it all—even the rowboat. Tail-gate opening is four feet wide. Interior platform is over 6 feet long with rear seat down. Smart Travel Rack atop roof is standard.

Make the Smart Switch to Rambler's All-Season Air Conditioning. No cold winter drafts. No summer heat or dust. No hair-mussing wind. Low price will amaze you.



Make the Smart Switch and save hundreds, with Rambler's lower first cost (Power Brakes at no extra charge on custom models), lowest operating cost, highest resale value.



YOU PAY THE LOWEST PRICE, *model for model, when you make the smart switch to Rambler. You save every mile you drive. You get more money when you trade or sell—Rambler is tops in resale value. Pictured above is the Super 4-door sedan, one of six new Rambler models. See them today!*

DRIVE THE ALL-NEW, ALL-AMERICAN

Rambler

You'll Make the Smart Switch for '56

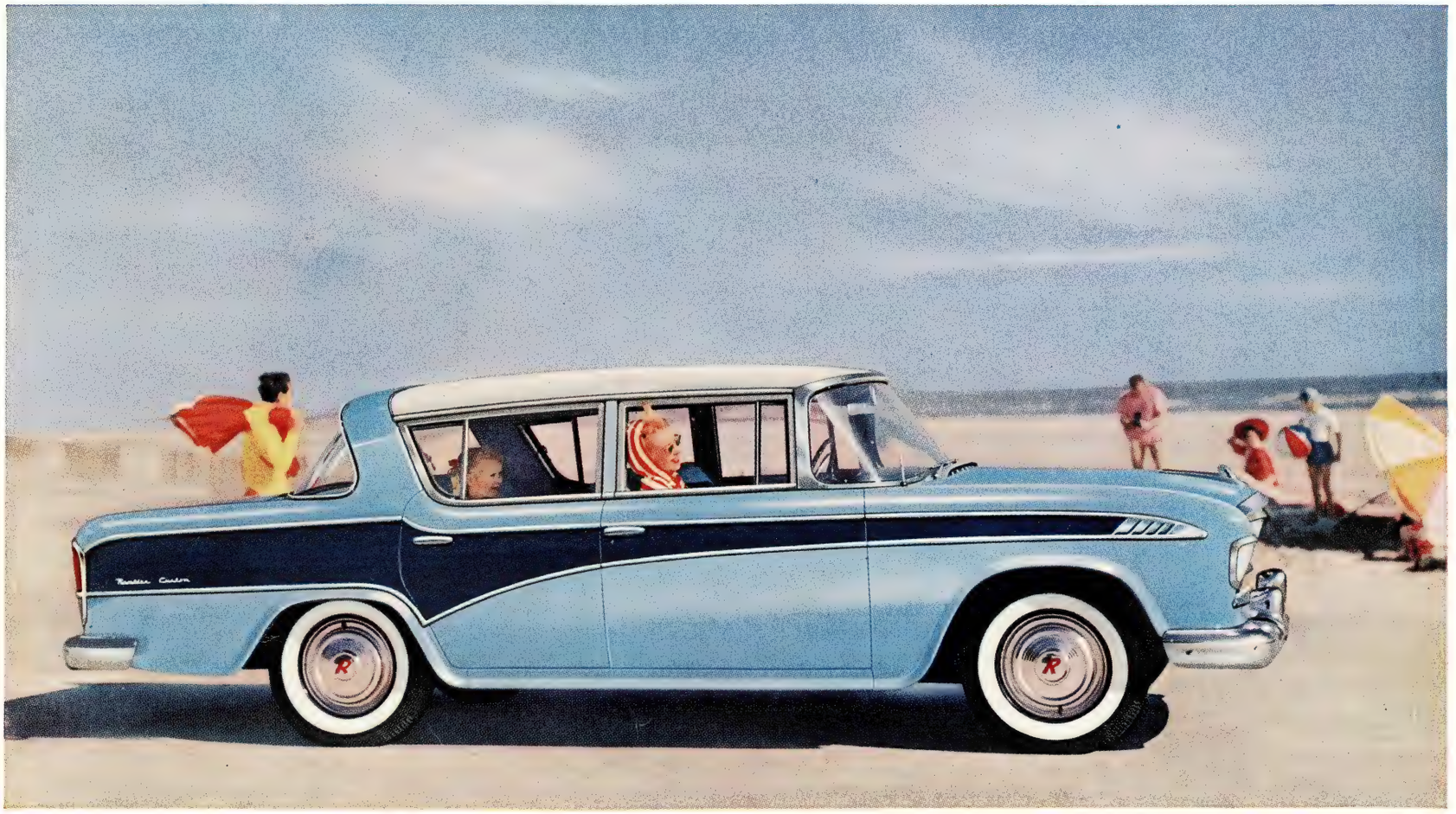
Product of American Motors

AMERICAN MOTORS MEANS MORE FOR AMERICANS

See Disneyland—great TV for all the family over ABC Network.

Lots more fun! Much less cost!

Make the Smart Switch to Rambler!



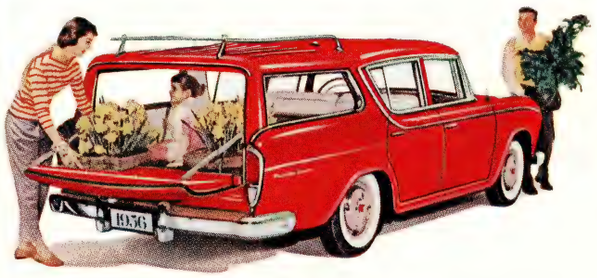
C'mon in! *The driving's fine in the new 1956 Rambler 4-Door Sedan Custom.*

SEE YOUR NASH DEALER! SEE YOUR HUDSON DEALER!

YOU GET IT ALL IN A RAMBLER—all the fun of driving the smartest thing on wheels—all the savings of America's lowest prices, model for model—plus top trade-in value.

You get the "Solid Gold Look"—luxury to rival $5,000 cars, in a king-size, 6 passenger interior. It out-parks, out-turns, out-maneuvers them all. You get more visibility, more headroom, more shoulder room than the average "Big 3" car . . . a three-times smoother ride with Deep Coil Springs on all four wheels . . . Airliner Reclining Seats and Twin Travel Beds (optional)—all this in the safer car, that's most fun to drive and gives most miles per gallon. Tops in resale value, too! See it. Drive it. At Hudson dealers. At Nash dealers.

No wilting summer heat with built-in All-Season Air Conditioning. No choking dust. No hair-mussing wind. Warms in winter, too. Its low price will amaze you!



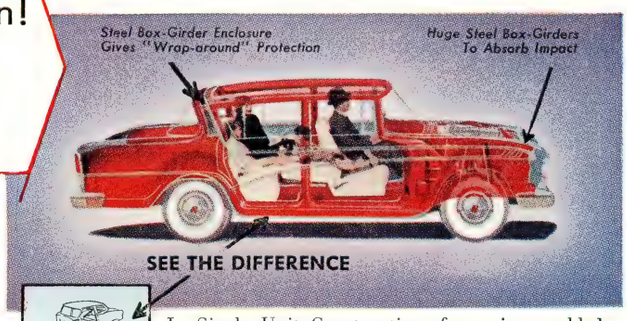
$2230 **America's lowest-priced** 4-door station wagon, delivered at the factory, including federal taxes. State and local taxes (if any), white wall tires and optional equipment (if desired), extra.

HURRY! Last chance to win!

$$1/4 MILLION$$

PRIZE CONTEST!

Name the biggest difference in cars today— advanced Single Unit Construction. $25,000 First Prize. 30 Air Conditioned Sedans, Station Wagons, Hardtops—Over 1,000 other prizes! See your Nash dealer or your Hudson dealer today. Get your free folder, "*Facts To Help You Win*," with free entry blank and easy rules for winning. The whole family can enter—everyone, regardless of age. Think of winning an Air Conditioned Rambler, Hudson or Nash. Contest closes May 20, 1956!



In Single Unit Construction, frame is a welded, steel box-girder enclosure as big as the car itself, giving "wrap-around" protection front, back, above, below, at sides. Stronger, safer, more modern. Other cars merely bolt a body on a separate, flat frame.

SEE IT! DRIVE IT!

The All-New, All-American

Rambler

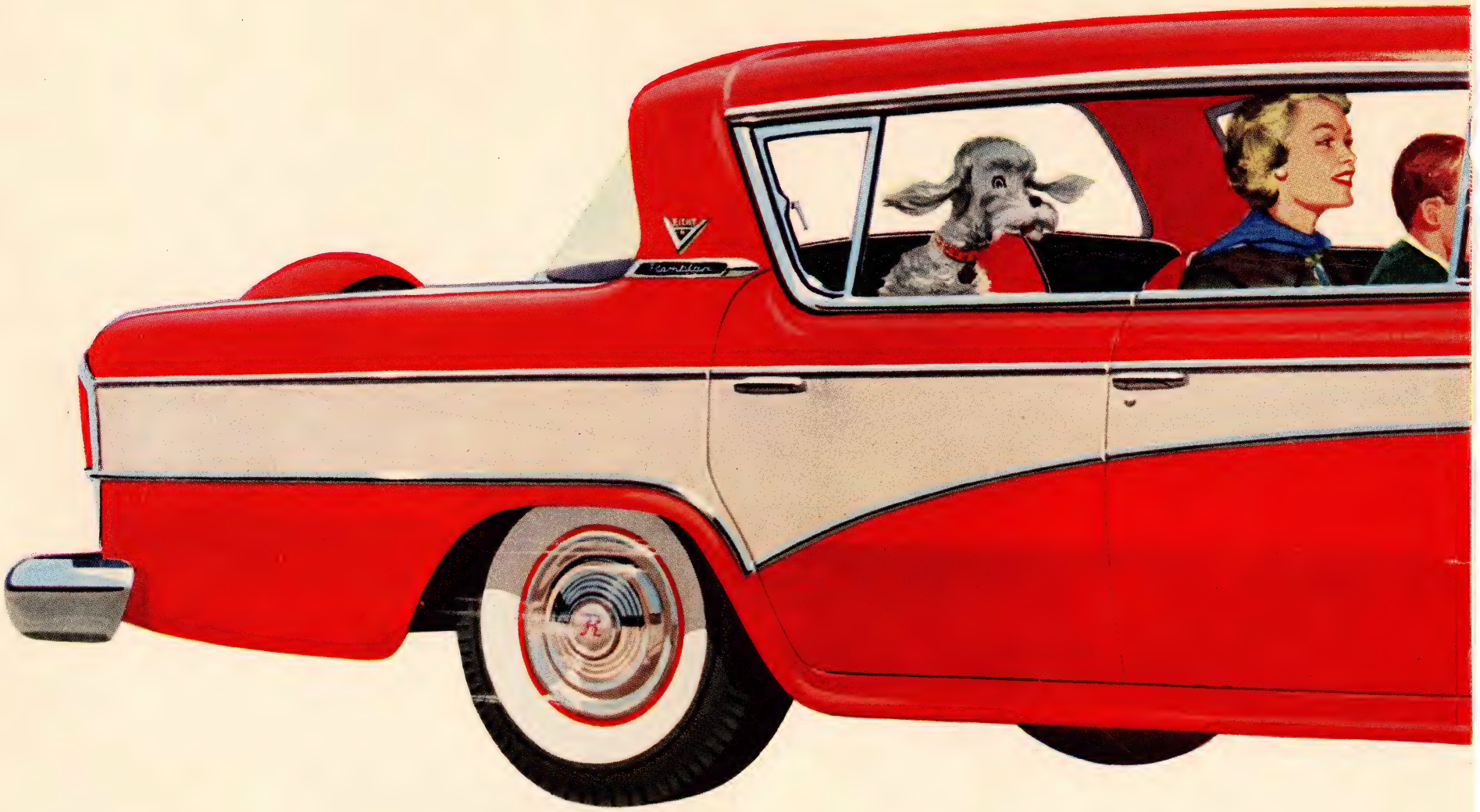
You'll make the Smart Switch for '56

Product of American Motors

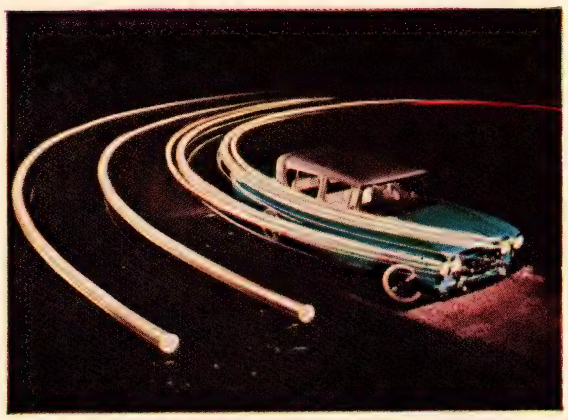
AMERICAN MOTORS MEANS AM MORE FOR AMERICANS

See DISNEYLAND—*great TV for all the family over ABC network.*

ANNOUNCING RAMBLER with

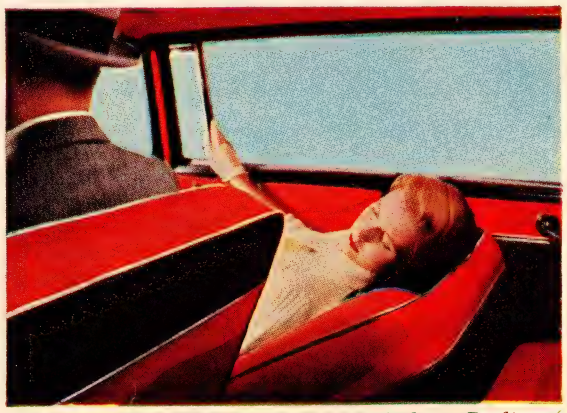


Plenty of room for six 6-foot All-Americans in the new Rambler. Actually more headroom, more hip room, more leg room than the average of the other low-priced cars.



U-turns are a cinch! You can turn around in streets 3 to 4 feet too narrow for other cars . . . park with ease in spaces other cars have to pass up . . . take "hairpin" corners on a level keel.

What a ride! Settle back in Rambler luxury and enjoy riding comfort the costliest cars can't beat. Soft coil springs on *all four wheels* smooth out the roughest roads.



Twice the travel comfort—with Airliner Reclining Seats. Instantly adjust to any of five relaxing positions—make a chaise longue, contour seat . . . even a nap couch for youngsters on trips.

Like Surpr

Today, see the smart new car that's as full of pleasant surprises as a Christmas stocking—the new 1957 Rambler.

For beneath the skin of this sleek modern beauty is single unit construction—the better way to build an automobile—the method others are racing to copy because it makes possible *these wonderful surprises.*

Slip behind the wheel of the compact '57 Rambler. You're surprised by the room—plenty for six six-footers.

You'll be surprised when you toe the gas pedal and the Rambler snaps into "catch me if you can" action.

As you roll along on your merry way, you'll be surprised again at the "big car" riding comfort. Only Rambler's exclusive single unit construction permits the use of longer, softer coil springs *on all 4 wheels* to absorb road shock—springs angled out to reduce sway on curves.

More surprises! See how it slips through traffic, leaving

SMARTEST STYLE

LOWEST COST

HIGHEST RESALE VALUE

the Power and Economy News of '57

190 H.P. V-8 And Economy 6

Now—two great engine choices. New 190 H.P. V-8 that combines blazing power with traditional Rambler economy. New Economy 6—improved version of the powerplant that holds the coast-to-coast economy record—32.09 miles per gallon.

ises? "Fun-Test" Rambler!

the bigger, bulkier cars far behind—glides into smallest parking spaces, right next to the place you want to go, and sits there to be admired by all passers-by.

That's why owners say, "It's fun to drive a Rambler!"

Yes, you'll be surprised at Rambler's new big-car roominess, riding comfort and wonderful handling ease. But that's not all! Your pocketbook gets the happiest surprise of all—low, low prices, lowest operating costs—highest resale value.

C'mon! Fun-Test the surprising new Rambler today!

OTHER WONDERFUL SURPRISES IN THE 1957 RAMBLER

• New Beautiful Color Interiors • Airliner Reclining Seats • Twin Travel Beds • World's Lowest Price All-Season Air Conditioning • Famous Weather Eye Heating and Ventilating • 38 Solid, Two-Tone and Three-Tone Exterior Color Choices

A whole new style in station wagons—the distinctive new 1957 Rambler Cross Country—smartest, handiest car for work and play. New 4-door hardtop wagon, too!

Product of American Motors. See DISNEYLAND—great TV for all the family over ABC network.

Get a lift out of going...go RAMBLER!

AT NASH DEALERS • AT HUDSON DEALERS

THE GREAT AUTOMOBILE DEBATE

"Make 'em bigger, wider and heavier," says the tradition-bound Detroit designer. "Never mind the expense. What people want is bigness and lots of power." But hasn't this trend to bigness been overdone? Especially when you can build a compact car with as much or *more* room inside?

"Keep it little," says the European designer. "What people need is economy and maneuverability." But these little imported jobs are pretty limited. They are easy to handle and park but they don't have the room today's bigger American families need for the cross country vacation trips we take.

Only '57 Rambler Gives You Both:

❶ Big Car Room and Comfort ❷ Compact Car Economy and Handling Ease

The '57 Rambler *offers the distinction and style that is so much a part of contemporary living.*

Product of American Motors

Plenty of room for six 6-footers. Luxuries other cars can't match: Reclining Seats, Twin Travel Beds, All-Season Air Conditioning, incomparable riding smoothness with softer coil springs on all *four* wheels.

32.09 miles per gallon, coast-to-coast, official NASCAR economy record set by Rambler 6 Cross Country with overdrive. See and drive it today—America's smartest, thriftiest 4-door station wagon.

It's the car of new dimensions. New 1957 Rambler—with modern Single Unit Construction—is so *roomy inside* that six 6-footers have room to spare. In fact, within the new Rambler's smartly distinctive, compact lines you'll find room that equals many medium-priced big cars.

It's lowest-priced of all, model for model. And Rambler is so trim overall, it handles better . . . slips through traffic easier . . . parks, turns and garages in less space than any other sedan made in America.

New! V-8 or 6! Here's the big power and economy news! The all-new Rambler V-8 gives 190 Horsepower, thrives on regular gas. And Rambler is officially first in trade-in value over all low-priced cars. Investigate Rambler before you buy.

Get A Lift Out Of Going—

Go **Rambler V-8** *or* **6**

See Disneyland—great TV for all the family over ABC Network.

FUN-TEST RAMBLER—AT HUDSON DEALERS—AT NASH DEALERS

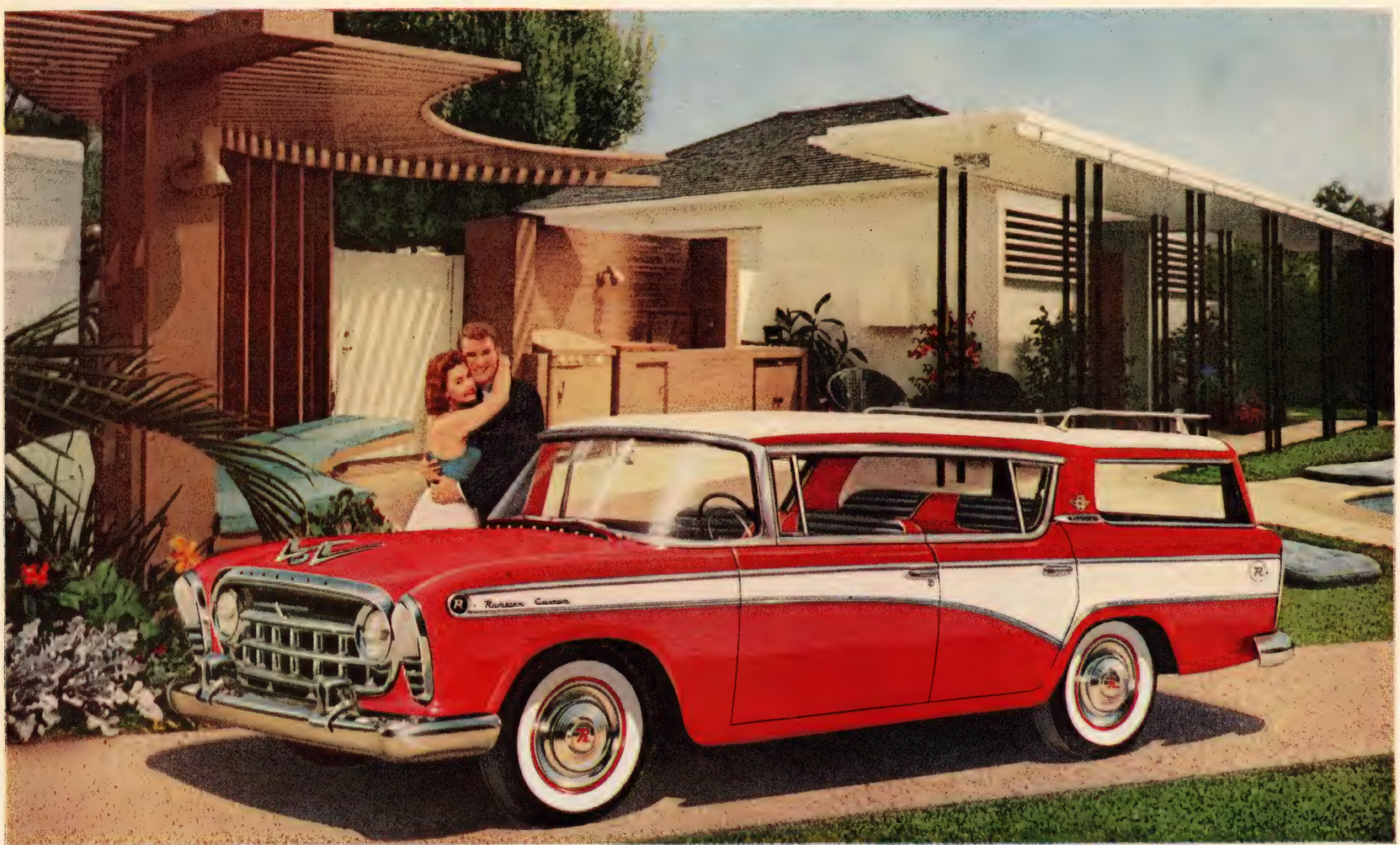
HOW RAMBLER SOLVED THE FAMILY CAR FEUD

"She wants one of those little foreign cars that are easy to handle and park, but where do we put the kids—on the roof?"

"He insists on a big, heavy car. Claims it rides better and has more room, but I can't park these big, clumsy cars. And they're such gas hogs."

Only '57 Rambler Gives You Both:

❶ Big Car Room and Comfort ❷ Compact Car Economy and Handling Ease



***America's first** hardtop station wagon—the Rambler Hardtop Cross Country.*

See Disneyland—Great TV for all the family over the ABC Network.

As other cars swell in waistline and appetite, the new Rambler stands out more and more as the perfect car for all your driving needs. It parks where bulky cars can't, leaves them flat-footed in traffic, out-runs them all on a gallon of gas. Yet it equals far costlier cars in room. Why? Because only Rambler has modern, space-making Single Unit Construction. Choose the new 190 HP Rambler V-8, or Economy Six that holds the coast-to-coast record of 32 miles per gallon, with overdrive.

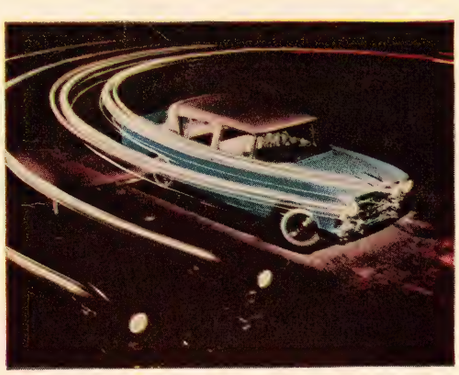
Get luxuries the so-called "luxury cars" can't match—Airliner Reclining Seats, Twin Travel Beds, lowest-priced All-Season Air Conditioning.

Get a Lift Out of Going—

Go Rambler V-8 *or* 6

American Motors Means AM *More for Americans*

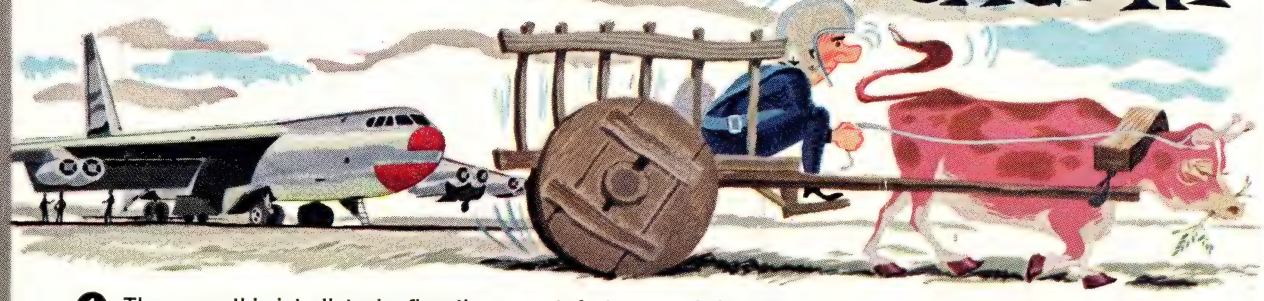
Double exposure shows six 6-footers standing outside the Rambler and the same six big men stretched out in roomy luxury inside the Rambler.



Turns circles *inside* other cars. Rambler makes U-turns in streets way too narrow for other cars, parks in spaces a foot-and-a-half shorter than the big bulky cars.

FUN-TEST RAMBLER—AT HUDSON DEALERS—AT NASH DEALERS

The Jet Pilot Who Drove An OXCART



❶ There was this jet pilot who flew the newest, fastest bomber in the world. But on the ground, he drove an oxcart. That's what he called it. Actually, it was a big monster of a 1957 automobile. It had modern-looking imitation jet-fin fenders. But underneath, the body was held to a separate, flat frame by old-fashioned bolts. It was built just like his great-grandfather's oxcart. It even squeaked like it.

❷ It was so overweight, its engine was always thirsty. It was persnickety, too. If he fed it anything but 40¢ a gallon double-premium gas, it knocked and clanked like a threshing machine.

❸ Its tin bustle stuck out so far behind it needed two spaces to park. It was too fat. When he squeezed it into the garage, he couldn't open the car doors. He thought about getting a cute foreign car—but where would they put four kids?

❹ Finally he blew his stack. "Why don't cars wake up to airplane construction methods, so they could have room inside without useless bulk outside?" "Come, come, buster," said his co-pilot. "Rambler has it now—all-welded single unit body-and-frame.'

❺ So the pilot and his wife rushed to see the new Rambler. Its advanced, jet-bomber construction was stronger and safer than his big oxcart. It was just as roomy. Yet the compact Rambler turned like an imported sports car.

❻ Rambler even had Airliner Reclining Seats and pressurized airplane-type All-Season Air Conditioning. With Deep Coil Springs on all four wheels, it rode as smoothly as the biggest cars. His wife loved it.

❼ And Rambler cost least to buy! Less to run, less than 1¢ a mile (border-to-border and coast-to-coast economy records by a "6" with overdrive). With all these savings, they could afford to trade the big oxcart for two Ramblers! So they did.

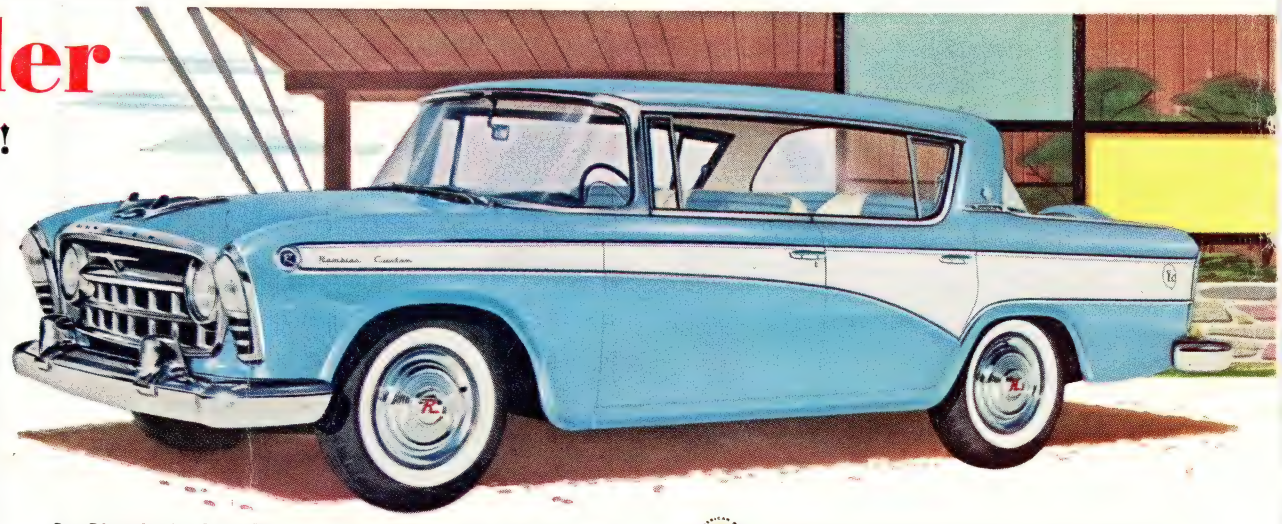
❽ He bought his wife a Rambler 6 Cross Country and bought himself a new Rambler V-8. Why don't you investigate the new Rambler today? Get big car room and comfort with European car economy and handling ease. See your Rambler Dealer today!

"FUN TEST" A Rambler 6 OR V-8 TODAY!

America's LOWEST PRICED ...To Buy and Own!

Tops in Resale Value Too!

Economy Star! 255 HP Rambler Rebel V-8 topped all other low-price V-8's in actual miles per gallon . . . 1957 Mobilgas Economy Run . . . 21.62 M.P.G.



See Disneyland—Great TV for all the family over the ABC Network.

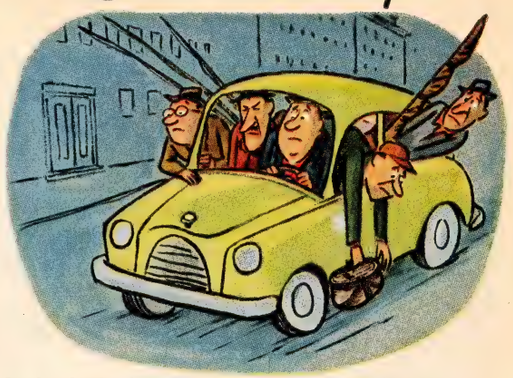
AMERICAN MOTORS MEANS MORE FOR AMERICANS

AT ALL HUDSON DEALERS • AT ALL NASH DEALERS

The Fisherman Who Got Hooked *by Wm Steig*

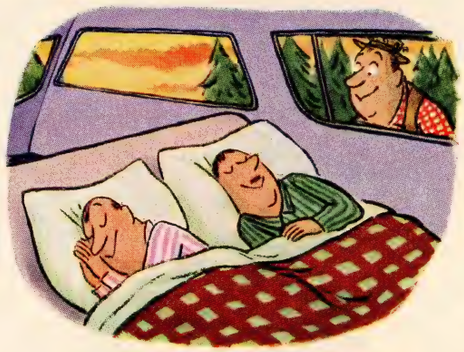
There was this ardent fisherman who went car-shopping. He saw a great big dreamboat and went for it—hook, line and sinker.

But he found that he had bought a whale for gasoline. And for parking. And for garaging. Said the fisherman: "I've been hooked."

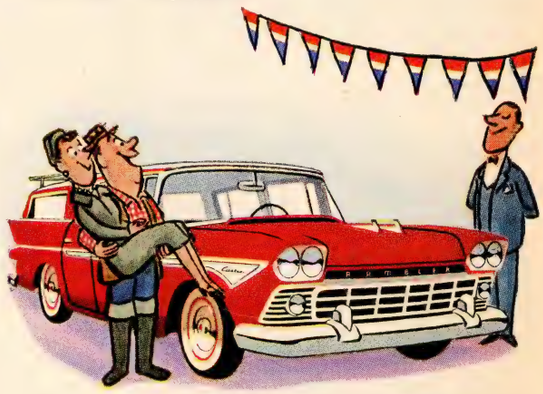


So he looked at an economical little foreign car. But it wouldn't hold a tent, ten fishing rods, and five boon companions.

Then he looked at the new '58 Rambler, saw jet stream styling, Pushbutton driving, and room for six tall fishermen with their waders on.



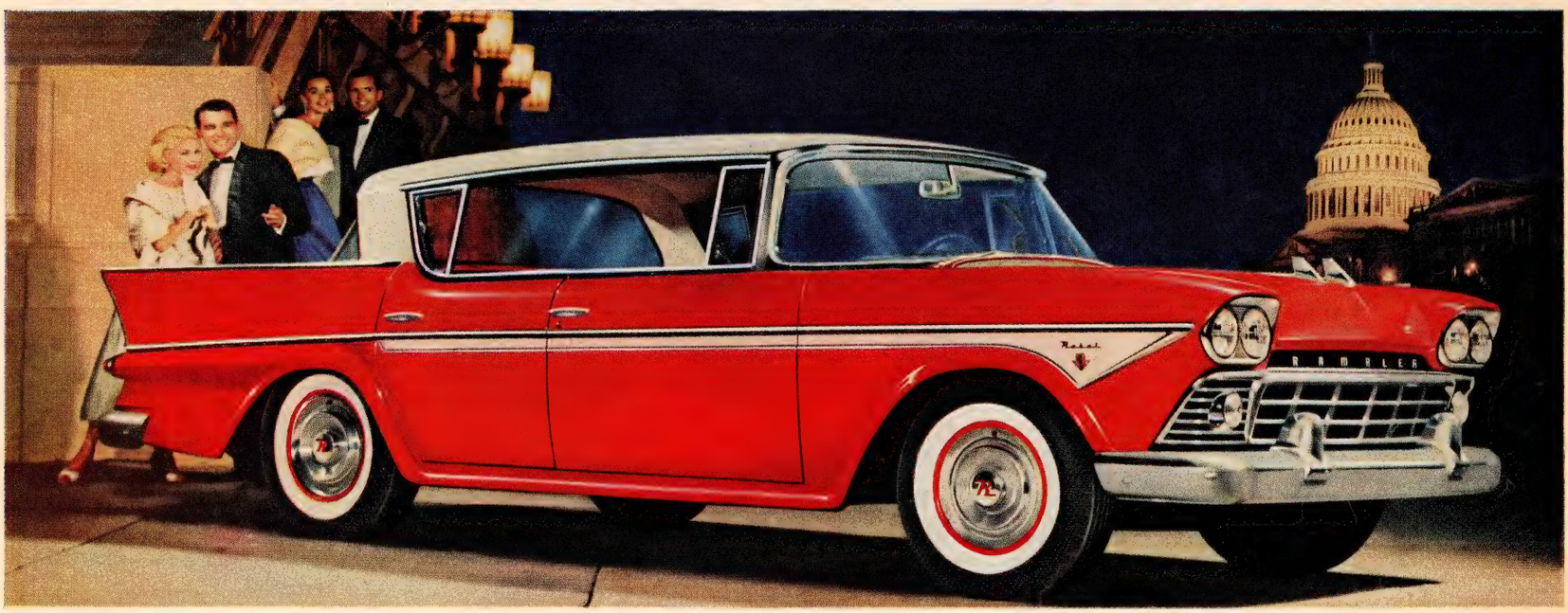
He saw Airliner Reclining Seats, Twin Travel Beds, and the lowest-cost air conditioning. He heard about Rambler's proven fuel economy.



"I'll take the new '58 Rambler Economy 6," said he. "But reserve one of those new Rambler Rebel V-8's for my wife. She's tired of being a fishing widow."

1 Get American big car room and comfort **2** Get European small car economy, handling ease

Get the Best of Both—Go Rambler!



See the all-new Rambler with the all-new differences! All-new jet stream styling. All-new Pushbutton transmission with amazing Telovac control! All-new self-cooling brakes. All-new Powr-Lok anti-slip V-8 differential. All-new 100% full-dip rust-proofing to keep your Rambler sparkling new much longer. All-new interiors. Airliner Reclining Seats, Twin Travel Beds. Lowest-cost, more efficient All-Season Air Conditioning. See the Rambler that's first in sales gains, first in trade-in value. Be smarter. Buy Rambler and save!

American Motors Means More for Americans

AT ALL RAMBLER DEALERS

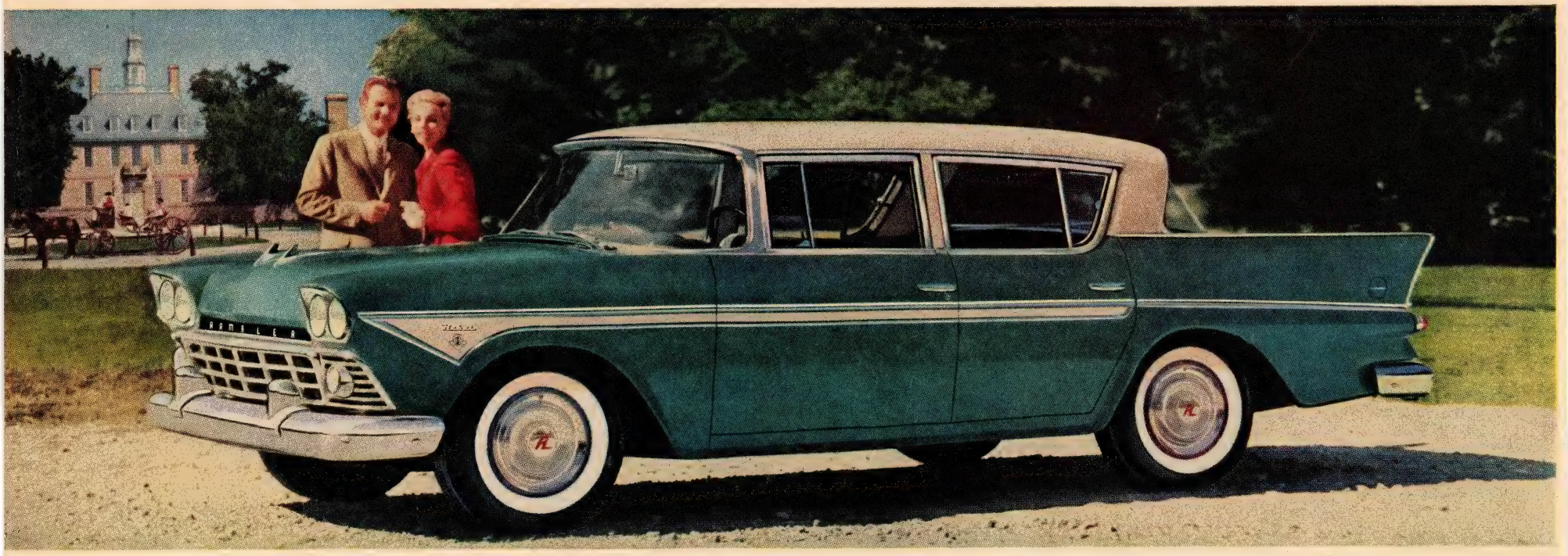
100-INCH WHEELBASE RAMBLER AMERICAN

$1789

Suggested factory delivered price of Rambler American Deluxe at Kenosha, Wisc., including fed. taxes. Flash-O-Matic transmission, white wall tires and other optional equipment, if desired, state and local taxes, if any, extra. *Los Angeles-Miami, with overdrive

35.39 MILES PER GALLON NASCAR RUN*

NEW RAMBLER 6 *Entirely new 1958 edition of last year's top auto success. Model shown is the popular Four-Door Custom Cross Country*



NEW RAMBLER REBEL V•8 *Sparkling V-8 performance and top V-8 economy. Four-Door Custom Sedan is illustrated.*

FIRST COLOR PHOTOS OF

ALL-NEW RAMBLER . .

Pictured here are some of the new 1958 American Motors cars which are expected to keep the company's record sales-rise snowballing.

The remarkably successful Rambler (the nation's No. 1 car in sales growth) presents 17 entirely new cars on two wheelbases . . . the Economy 6, the Rebel V-8 and an entirely new Ambassador by Rambler—a luxurious 270 horsepower V-8.

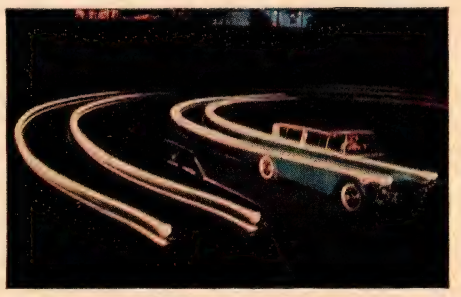
The sleek new styling is as advanced in concept as Rambler itself—only car to combine American big car room and comfort with European small car economy and handling ease.

Among major advances in the 1958 Rambler are Pushbutton-controlled automatic transmission, POWR-LOK anti-spin differential, Four-Beam Headlights and America's first 100% full-dip rust-proofing (instead of old-fashioned spray method).

Most important are the 7 better differences offered by Rambler: (1) The best of both: Big car roomy luxury—Small car economy. (2) Single unit construction—all-welded, twice as strong, far safer. Major reason why Rambler is first in resale value. (3) Penny-a-mile gas economy, official NASCAR record by Rambler 6 with overdrive. (4) Shortest turning radius, easiest parking. (5) Airliner Reclining Seats, Twin Travel Beds. (6) Lowest cost, more efficient All-Season Air Conditioning. (7) Fresh, distinctive jet stream styling inside and out.

See the all-new 1958 Ramblers today—at all Rambler, Nash and Hudson dealers.

Plenty of room for six adults



Out-turns, out-parks any U. S. Sedan

Only Rambler

Gives You the Best of Both:

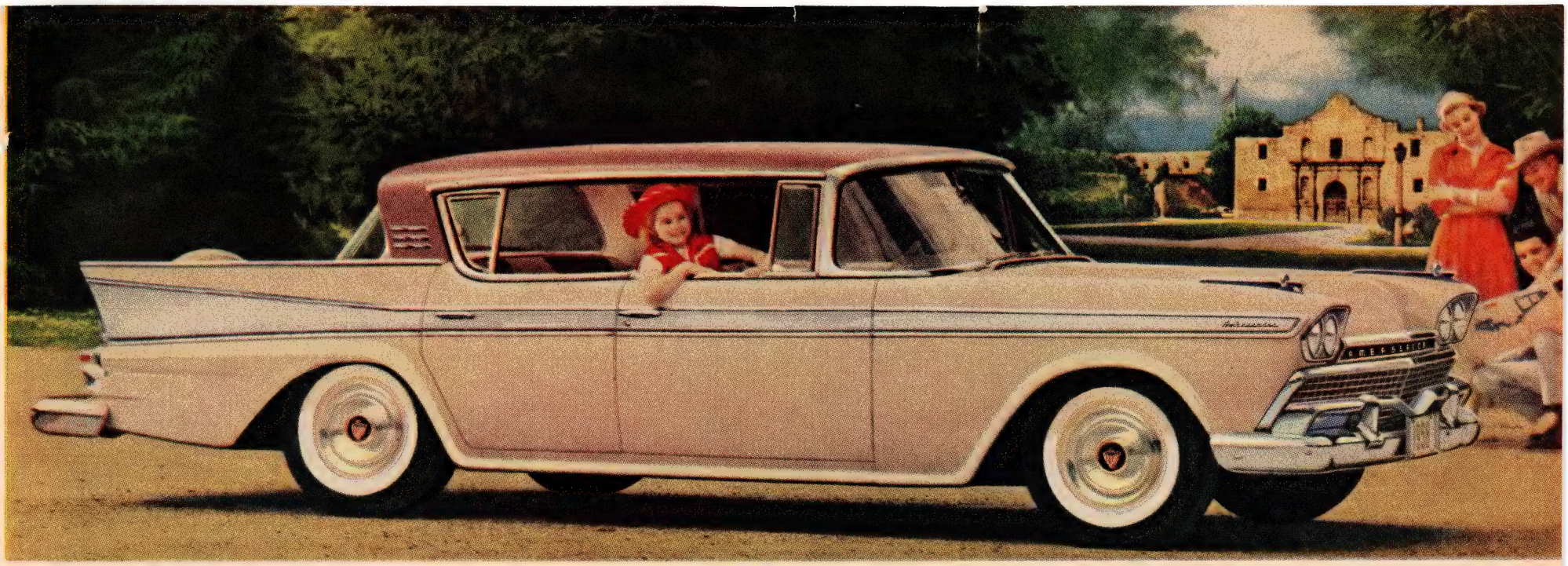
❶ AMERICAN Big Car Room, Ride and Comfort

❷ EUROPEAN Small Car Economy, Handling Ease

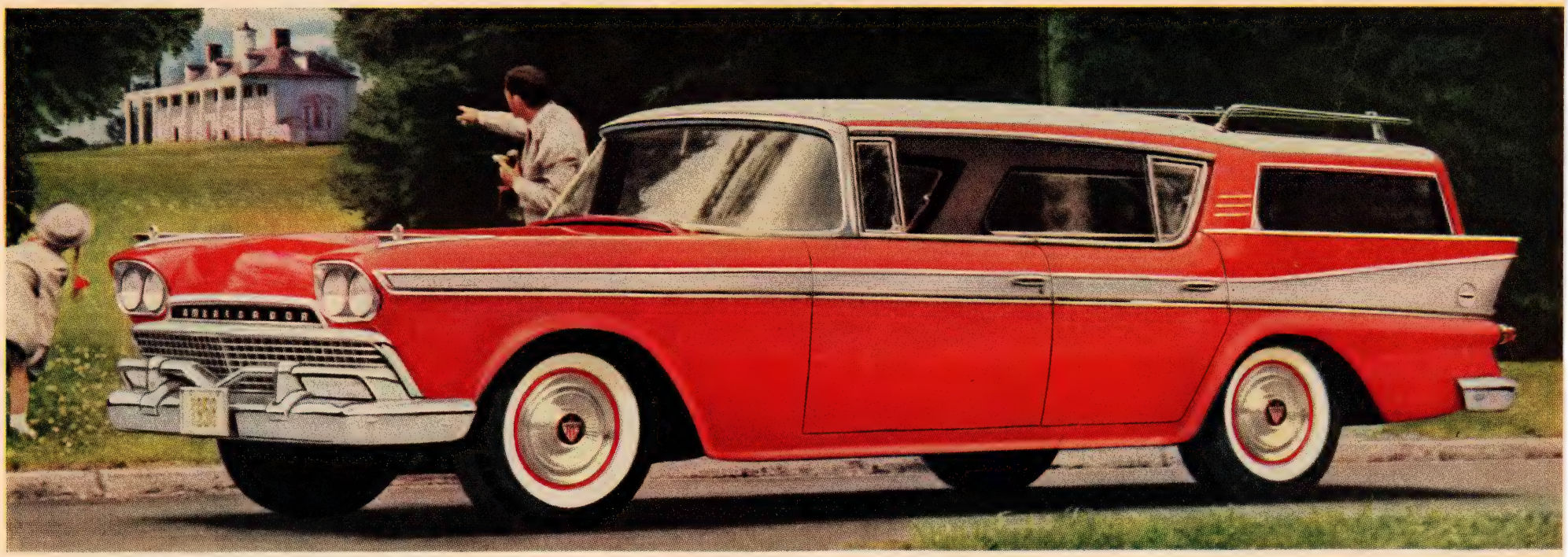
1¢ A MILE FOR GAS* TURNS ON A DIME

*NASCAR Record—6 with Overdrive

AT ALL RAMBLER, NASH AND HUDSON DEALERS



NEW *Ambassador* V•8 *270 H.P. engine combines top V-8 performance with outstanding V-8 economy. Country Club Four-Door Hardtop shown.*



NEW *Ambassador* V•8 CROSS COUNTRY *hardtop Station Wagon—four doors, no center posts. One of 7 distinctive Ambassador models.*

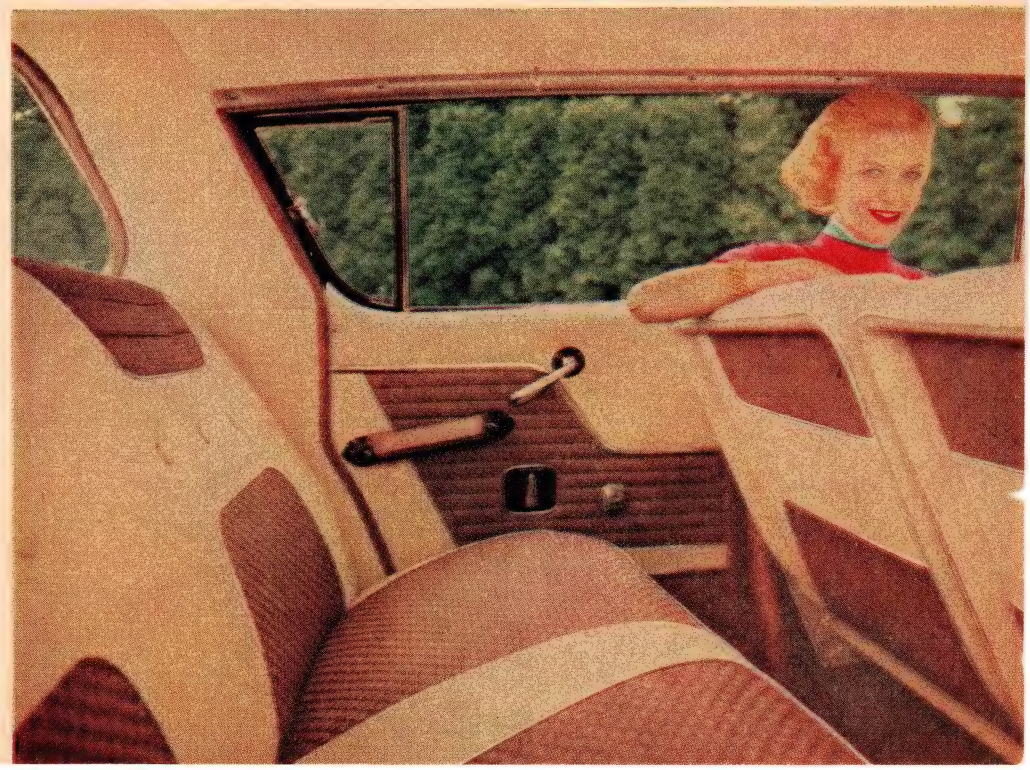
. AMBASSADOR FOR '58

AM AMERICAN MOTORS MEANS MORE FOR AMERICANS

Pushbutton-controlled automatic transmission is one of three choices on American Motors cars. Other choices: Overdrive or Standard Synchromesh.

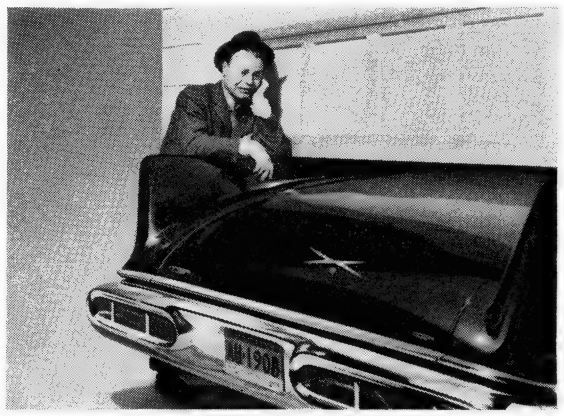
Exclusive American Motors Airliner Reclining Seats adjust to 5 comfortable positions—make up into nap couches for kiddies or Twin Travel Beds.

Interior design, colors and fabrics are entirely new—smartest ever created for American Motors cars. Stunning new cinnamon and beige interior at right is one of 58 new decorator choices for '58!

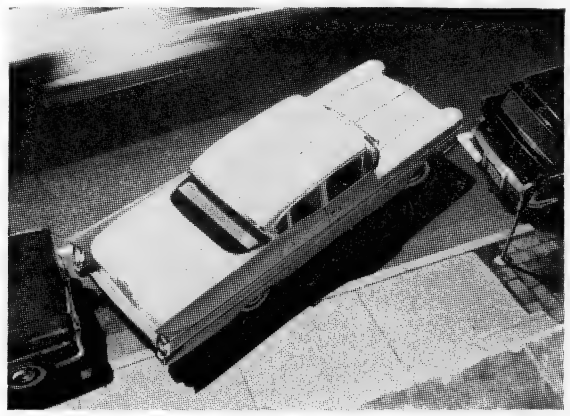


LOOK what they've done to the medium-price car buyer

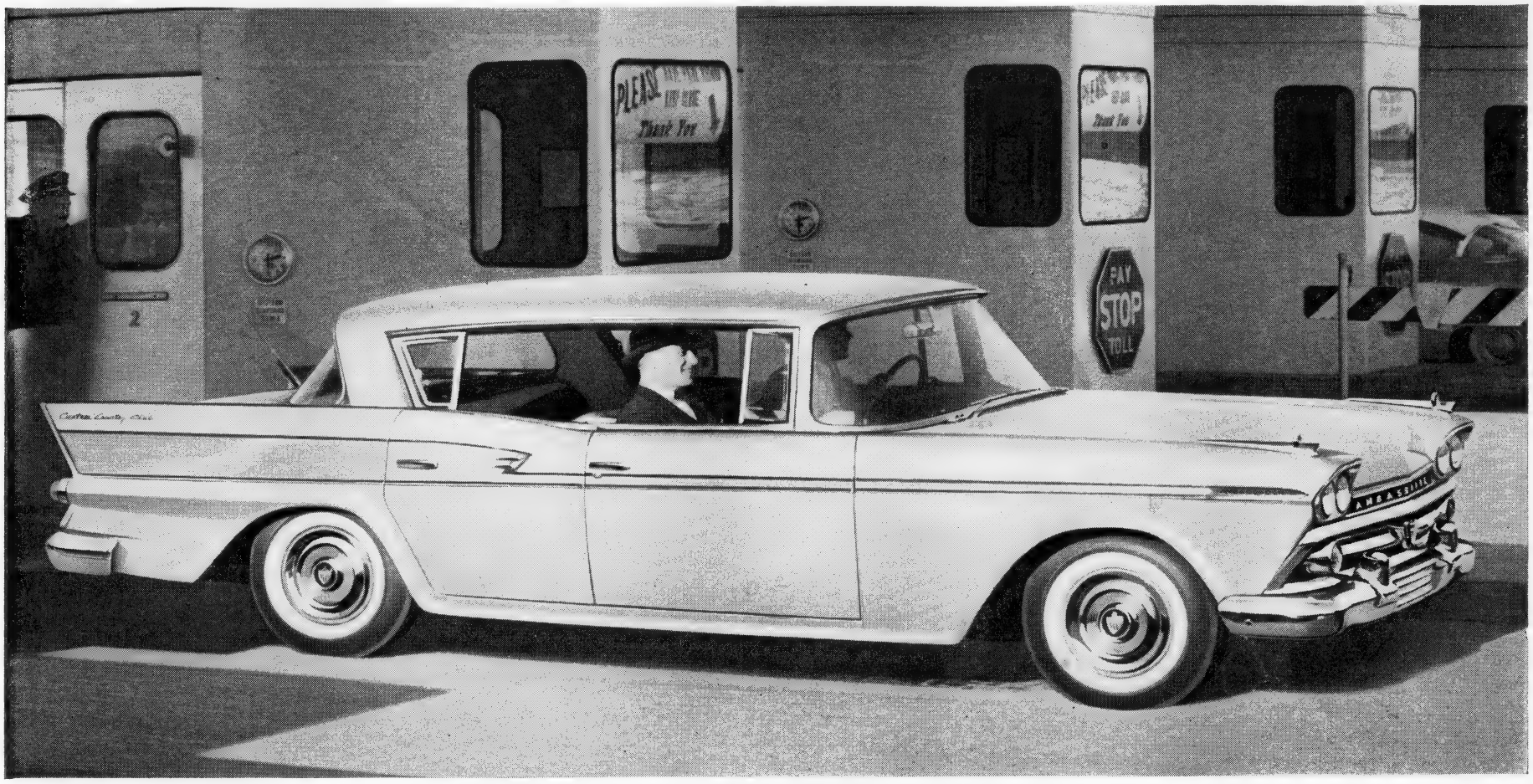
Almost priced and sized out of the medium-priced car field? Today's car buyer has 3 choices: 1) buy a low-price car that doesn't have the luxury he wants; 2) pay the price rise on a too-big medium-priced car that probably won't fit his garage; 3) buy an Ambassador by Rambler—the compact luxury car that fits regular parking spaces—offers unmatched quality, performance, economy—and top resale value of all medium-priced cars! Ambassador is the new concept in medium-priced cars that combines remarkable luxury and comfort with matchless handling ease.



Most medium-priced cars have grown bigger and more expensive. They crowd—often won't fit the average home garage—are unwelcome visitors at downtown garages and parking lots. Ambassador is the medium-priced car that fits any garage.



"Too big to park." That's what most owners say about their overgrown '59 cars. The Ambassador is the one medium-priced car that slips easily into parking spaces other cars have to pass up . . . handles so much easier in traffic or on the highway.



Photographed at entrance of Ohio Turnpike at Toledo

Ambassador by Rambler . . . world's finest travel car. With unexcelled roadability . . . with room galore and exclusive Personalized Comfort features. Yet this compact luxury car is easiest to park, garage and handle in traffic.

And Ambassador offers the high performance you want. With the most favorable power-to-weight ratio in the medium-priced field, the 270 horsepower Ambassador V-8 gives top performance with outstanding V-8 economy. New "Economy Axle" option with push-button Flash-o-matic drive. Gives even greater gas savings.

Here's another amazing Ambassador fact: Ambassador has lower first cost—higher resale value, too . . . saves up to $442 over other medium-priced cars in the very first year (latest N.A.D.A. Official Used Car Guide figures for comparable 4-door 1958 sedans). See your Rambler dealer for proof.

Test Our Best . . . *AMBASSADOR by Rambler*

Finest car ever priced so close to the lowest

Do you own your car, or does your car own you?

NEW RAMBLER AMERICAN CH

by George Romney
President
American Motors Corporation

This month, American Motors adds the Rambler American to a family of cars of a modern, different concept.

This five-passenger, 100-inch-wheelbase Rambler American is the smallest of the modern compact Ramblers.

Like the other Ramblers, it is much more than just "another new car." Each is a ringing declaration of *independence* for the U. S. motorist.

An Iron Mold of Big Car Conformity

Over the years, automobile design, selling and advertising clamped an iron mold of big car conformity on the U. S. public, and created a "big car complex."

The public has been told keeping in step with the times demands every year a car longer, wider, heavier, greater in gas-hungry horsepower, more ornate in styling.

As a result, the smallest 1958 cars of our major competitors are now as big as their biggest cars used to be, but without comparable increase in room. These cars have outgrown parking spaces, owners' garages, and owners' pocketbooks.

The Iron Mold is Broken

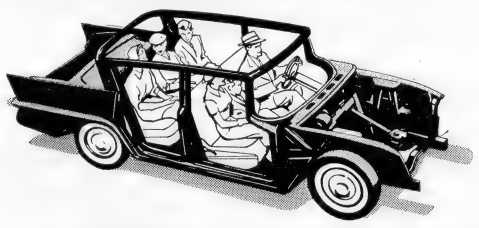
This iron mold, this "big car complex," is being smashed by the modern, efficient, compact Rambler, first introduced in 1950.

It was the result of a fundamentally different product philosophy that rebelled against the "big car complex" and returned to the nine fundamental yardsticks of car value: *1. Dependability. 2. Passenger space. 3. Economy. 4. Performance. 5. Comfort. 6. Handling. 7. Convenience. 8. Safety. 9. Style.*

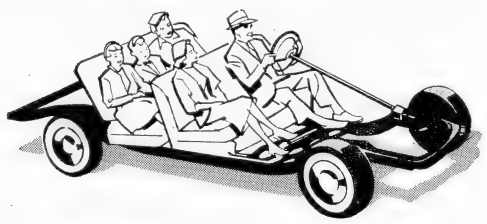
A New and Better Way

This new and revolutionary Rambler product philosophy was made possible by the development of a new and better way to build an automobile, with body and frame one all-welded unit which completely surrounds the passengers—instead of the out-dated method of bolting a body on top of a separate frame.

This is the new, better way already used to build anything that moves—jet planes, streamlined trains and modern buses—everything except 1958 passenger cars built the old-fashioned way.



AMERICAN MOTORS CONSTRUCTION TWICE AS STRONG—SAFER—ROOMIER



ORDINARY CONSTRUCTION USED ON OTHER CARS

Others are Following

Until this year, only American Motors cars offered single-unit construction.

However, when Ford decided to build a completely new body plant for 1958 Lincoln, Continental and Thunderbird production, they equipped it to build these models with modern single-unit construction.

When will the rest of the industry adopt single-unit car construction?

Change-Over Will Take Years

The change is coming but it will take several years. The cost of converting is staggering. When costs were much lower than today, it still cost American Motors $40 million. For our competitors to change over, the estimated cost runs into *billions*.

Los Angeles to Miami, 35.39 m.p.g., both with overdrive.

BETTER PERFORMANCE—Just as in aircraft and streamlined trains, Rambler single-unit construction eliminates the drag of dead weight.

SUPERIOR RIDING COMFORT—Single-unit construction is stronger up front where other cars are weakest, so Rambler can use longer coil springs that absorb bumps three times better.

EASIEST HANDLING—Free of bulging bulk, Rambler turns sharper, steers easier than any other American sedan.

CONVENIENCE—A survey of 2-car families owning both a Rambler and a bigger car showed four out of five drive the Rambler most, instead of the big car, because Rambler is more convenient, more fun to drive.

Quick Facts About the New Rambler AMERICAN

IT is built in America to American standards of room, ride and comfort, with nation-wide service facilities, at a lower price than many foreign small cars.

. . . more room than any foreign small car.

. . . plus top economy of all American-built cars.

Wheelbase, 100 inches, with a turning radius of only 18 feet.

The only small car available with fully automatic transmission.

Compact enough to park almost anywhere, yet roomy enough to ride five adults in comfort.

With a 90 horsepower, 6-cylinder engine of remarkable smoothness and flexibility in all ranges.

And priced as low as $1789 (suggested factory delivered price, F. O. B. Kenosha, Wisc., optional equipment, state and local taxes, if any, extra).

What Does This Mean to You?

Simply this: If you buy a 1958 car today with old-type, bolted body and frame, the chances are that when you are ready to trade again in two, three or four years, it will be obsolete, and therefore worth less in trade for a new model than if you bought a car today with single-unit construction.

You see, single-unit construction cars are superior when measured by eight of the nine fundamental yardsticks of car value. (Only style is unaffected.)

DEPENDABILITY—All-welded, single-unit construction will take greater punishment and remain like new, free of rattles, longer than any other construction.

ROOM—Single-unit construction gives you more *useable* room inside, instead of unwieldy bulk outside. That's why compact Ramblers equal many medium-priced, big cars in passenger space.

FIRST IN ECONOMY—Ramblers cost least to own and operate, and depreciate less than other low-priced cars.

The Rambler holds these records for most miles per gallon of gasoline:

Rambler 6: Mobilgas Economy Run with Automatic Transmission, 27.47 m.p.g.; with overdrive, 31.05 m.p.g.—Rambler 6: Los Angeles to New York, 32.09 m.p.g.—Rambler American:

TWICE AS STRONG—Rambler extends big, steel box-girders almost to the grille and up to the fender level. This permits absorbing the brunt of impact at the point of contact instead of transmitting it back to passengers. The entire passenger compartment is surrounded by a "safety-cage" of these rugged, steel box-girders.

Highest Trade-in Value, Too

You would expect the car which ranks higher by yardsticks of new car value to lead in resale. Rambler does.

Both the national authorities on the value of used cars—the Red Book National Market Reports and the N.A.D.A. Official Used Car Guide—report Rambler has outstanding trade-in value.

Two Alternatives to Big Cars

Today the thoughtful buyer who revolts against big gas hogs has two options—the small European car or a Rambler.

Small European cars give economy but they have a high noise level and are short on room.

"The Best of Both"

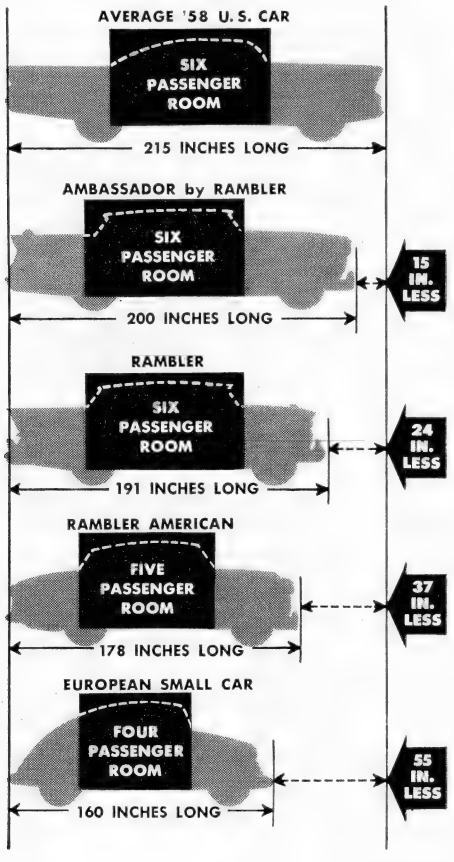
The modern, common-sense Rambler alone gives Americans "the best of both"—the big car advantages of room and comfort with the small car advantages of economy and maneuverability.

ALLENGES "BIG CAR CONCEPT"

New Rambler American, foreground. In background, Ambassador V-8 Four-Door Hardtop by Rambler, Rambler Rebel V-8 Cross Country, Rambler 6 Sedan

Unique in Concept

Ramblers are unique. Here's how they compare in size with the average 1958 U. S. car and average European "small car"—



The Ambassador, Rambler 6 and Rambler Rebel V-8 models all have 6-passenger room and comfort equal to the average "big car." Our new Rambler American meets American standards of room and comfort for five passengers and gives high economy together with good, quiet performance.

Rambler American has the lowest advertised price of any American car. In fact, all Rambler models are priced below comparable competitive models.

FEATURES? Everything from air suspension and air conditioning to pushbutton driving is available.

EXCLUSIVES? Reclining seats, twin travel beds.

To "Last Longer" . . . Not "Look Longer"

Only Rambler gets full-dip rust-proofing—the body is completely submerged in primer paint, not just sprayed. This inhibits rust and assures both longer life *and* higher trade-in value.

Rambler Success No Accident

The results: Sales of Ramblers are rising fastest of all. See chart at right.

New Rambler Dealers by the Hour

Astute automobile dealers across the country are seeking the Rambler franchise. An entire department is busy processing applications that will add sales and service outlets to our nation-wide quality dealer organization.

Modern Living Needs Rambler

Modern living depends increasingly on personal transportation for adult and most teen-age members of the family. The old family "touring car" is a relic of a bygone day.

A lot of us have become suburbanites. We need cars for work, to take the children to school, to shop, to attend church, to go to the P. T. A. and to chauffeur the young ones to Scout meetings, Little League, music lessons.

Cars are *Personal* Necessities

We just *have* to have cars. A car is no longer just a family necessity but is an individual, personal necessity. We can't get along without cars, even though it's getting difficult to afford them.

Cars Represent 10% of Budget

"Is Your Car Keeping You Broke" is the title of a recent article in CHANGING TIMES, Kiplinger Magazine.

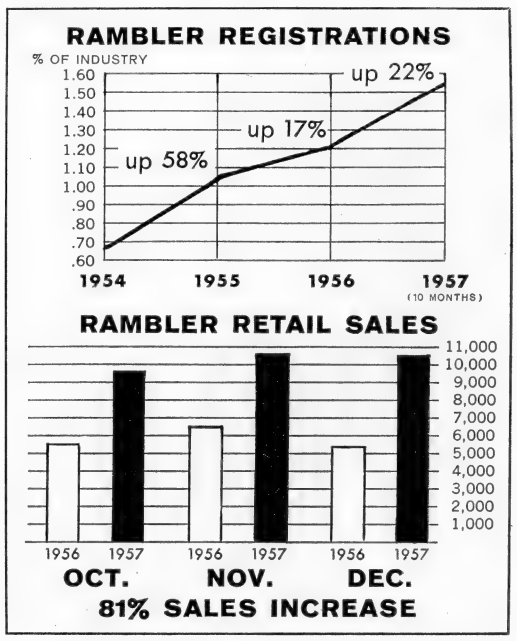
Most families spend about 10% of their income, after taxes, on their cars.

A stark fact has become apparent—the big, gasoline-hungry U. S. cars *are keeping millions of Americans broke.*

A Major Economic Waste

We burn up billions of gallons of gasoline, much of it needlessly—waste billions of dollars of our family income.

These are reasons why Rambler's success to date is only a starter.



Driving's FUN Again . . . in Rambler

Take the wheel of a Rambler, any Rambler, and suddenly you'll discover that driving is fun again. And you will find you can cut your future car costs in half, and restore your family budget to a more normal condition.

Your neighborhood Rambler, Nash or Hudson dealer has a Rambler for every family, every budget, every need.

Freedom of Choice is Yours

If your choice is a car that crowds your garage, overlaps the parking meters, and gulps gas like a B-29—OK.

But if you do *not* want an overgrown car, or one that throws your budget out of kilter, or makes you groan when making time payments—you don't *need* to buy it. Try a Rambler, instead!

Why not enjoy *owning* your car . . . instead of having it own *you?*

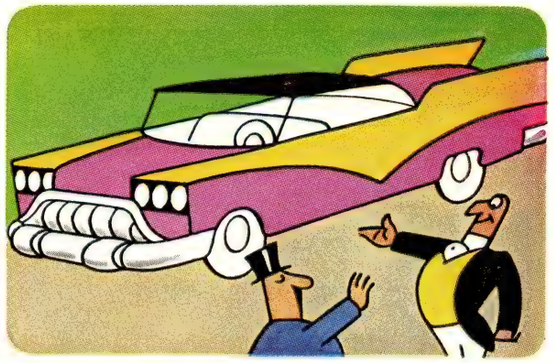
George Romney

SEND TODAY FOR FREE BOOKLET, "THE CHANGING CAR MARKET"
WRITE DEPT. A10, AMERICAN MOTORS, DETROIT 32, MICHIGAN

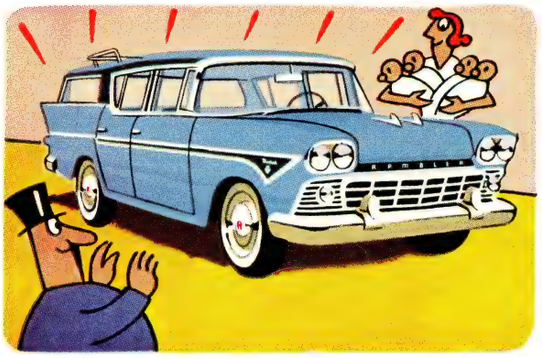
The Millionaire and The Rambler *by* O.SOGLOW

There was this millionaire who was in love with foreign sports cars. He owned a brace of them. He was also in love with his wife, who was expecting . . .

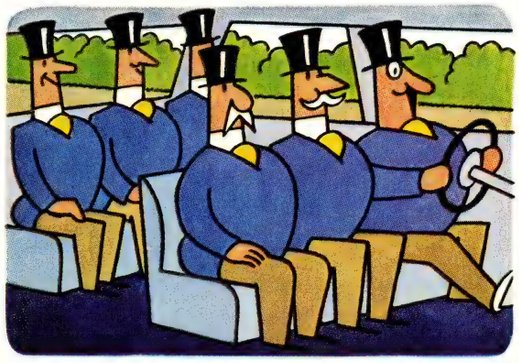
When her expectations came true, it was quadruplets. The nurse said: "Gee, them that has . . . gets!" But the millionaire was flabbergasted. He needed bigger cars!



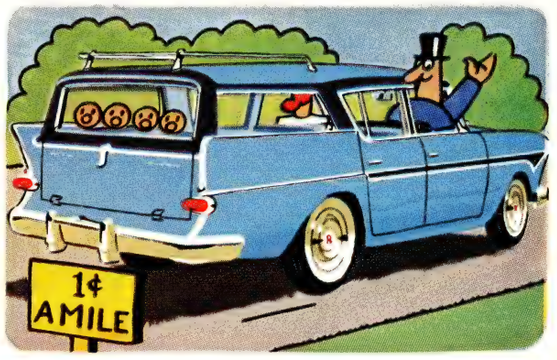
So he went car shopping. He saw a great big boat of an auto. But he said: "Looks like a gas-guzzler. I didn't make my million pouring money down a drain!"



Then he saw the new 1958 Rambler, the only car that gives both American big car room and comfort, and European small car economy and handling ease.



"Wow!" he said, at all the room there is in Rambler, room for six big 6-footers with their hats on, or for even two sets of quadruplets, with their bonnets off.



When he heard of Rambler's penny-a-mile economy, he said: "With 2 Ramblers, I'll start on my second million!" He's happy. You'll be, too, with Rambler.

1 Get American big car room and comfort **2 Get European small car economy, handling ease**

Get the Best of Both—Go Rambler!

No wonder Rambler is fastest-growing in popularity, first in resale value, too. For Rambler has what car buyers want—room, comfort and economy. Only Rambler has set two official NASCAR economy records—less than a penny a mile for regular gasoline. 6 cylinder with overdrive.

Go see the all-new 1958 Ramblers. See new jet stream styling . . . Push-Button driving, Push-Button transistor radios, Reclining Seats, Twin Travel Beds. Choose from the new Rambler 6, new Rambler Rebel V-8, new luxury Ambassador V-8.

American Motors Means More for Americans

ONLY RAMBLER GIVES YOU THE BEST OF BOTH:

1 AMERICAN Big Car Room, Ride and Comfort

2 EUROPEAN Small Car Economy, Handling Ease

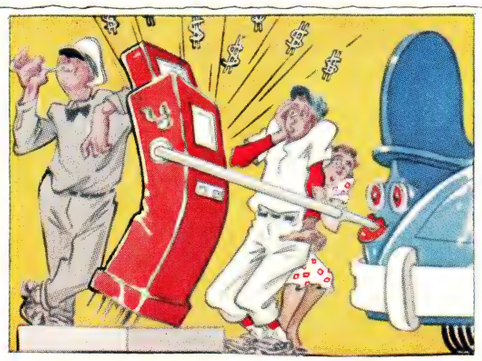
1¢ A MILE FOR GAS* TURNS ON A DIME

*NASCAR Record—6 with overdrive

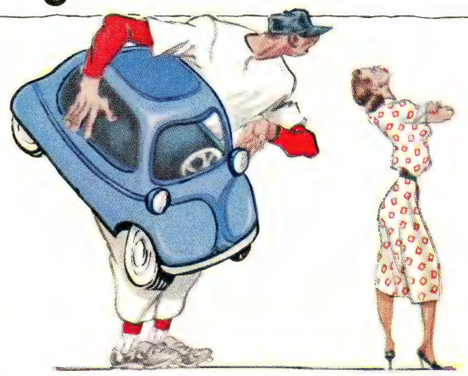
AT ALL RAMBLER—NASH—HUDSON DEALERS

THE PITCHER WHO BATTED 1,000 . . . . by Willard Mullin

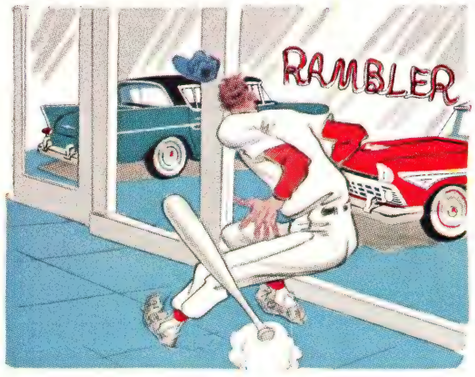
Once there was a pitcher, believe it or not, who batted 1000. How? When he hit the majors, he wanted the finest car ever . . . so he bought the biggest one ever.



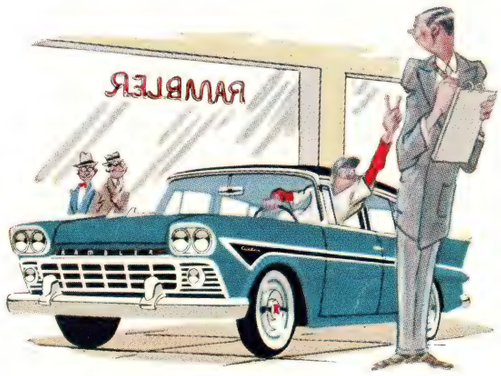
But after his wife drove it, and watched it guzzle gas, she said: "Southpaw, on this one you struck out. Get me something we can afford!"



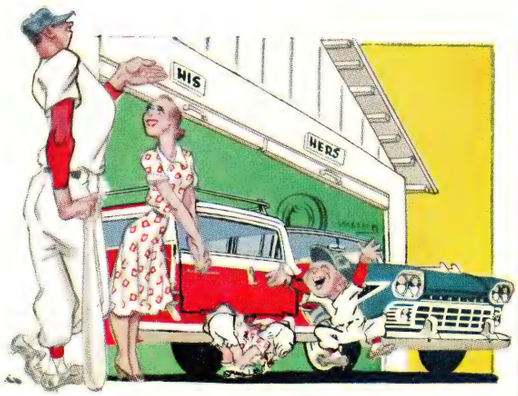
He got her a little European car. It just sipped gas, but wouldn't even hold four for bridge. Said his wife: "You're headed for the sand lots!"



"Women!" he groaned, and sought a friendly haven. But on the way he saw a Rambler showroom. "Wow!" said he, "big car room, European car economy!"



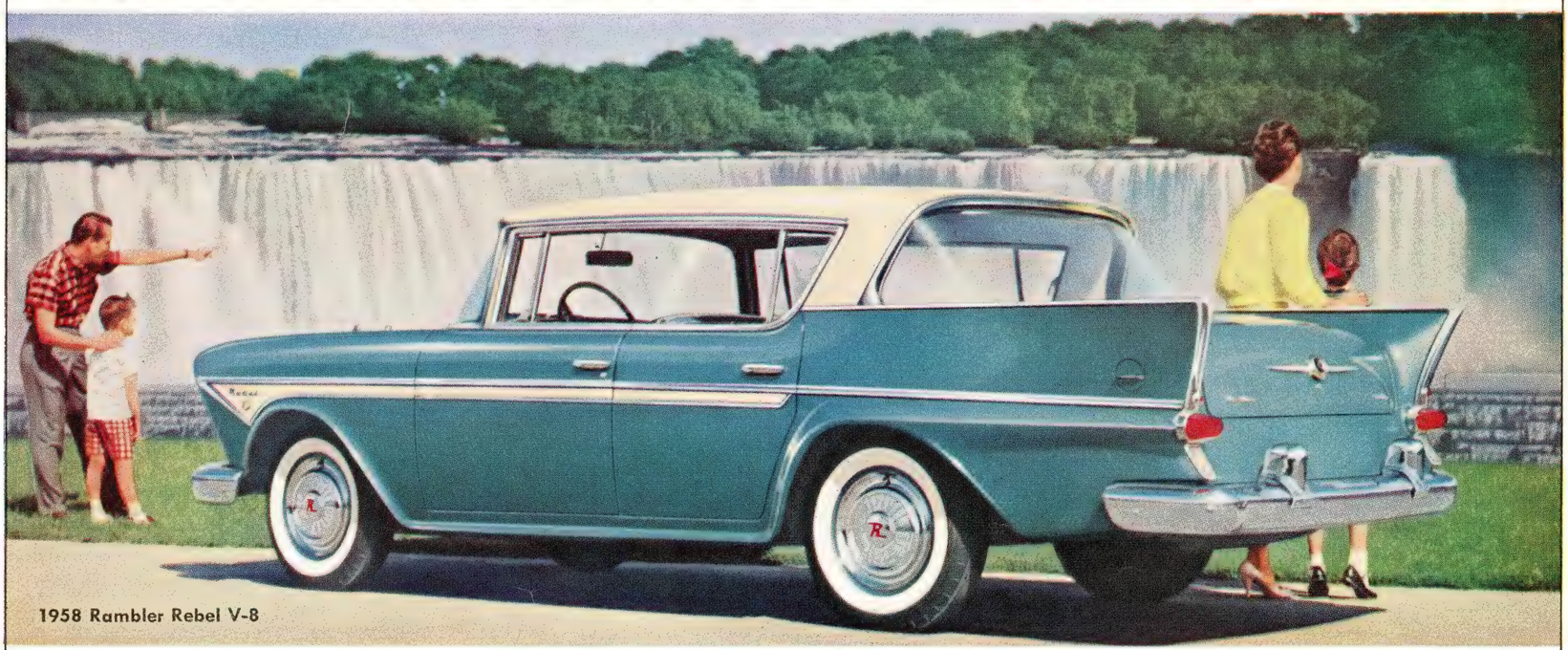
He saw all-new Rambler jet stream styling, push-button driving . . . heard of Rambler's record economy. "Give me *two*," he said.



This time, the Little Woman gave him a big kiss and said: "Southpaw, with Rambler, you've batted a thousand!" So will you, neighbor.

1 Get American big car room and comfort **2** Get European small car economy, handling ease

Get the Best of Both—Go Rambler!



1958 Rambler Rebel V-8

Get the car with the fastest sales-growth in the U. S. A.—up 65%! Get Pushbutton driving, reclining seats, twin travel beds. Get easiest driving, turning, parking, garaging. Choose from the new improved Rambler Economy 6, the new Rambler Rebel V-8, the luxury Ambassador V-8 by Rambler . . . and the sensational 100-inch-wheelbase Rambler AMERICAN.

American Motors Means More for Americans

SEE YOUR RAMBLER DEALER

RAMBLER • AMBASSADOR • METROPOLITAN

100-INCH-WHEELBASE RAMBLER AMERICAN

35.39 MILES PER GALLON
NASCAR RECORD
Los Angeles-Miami, with overdrive.

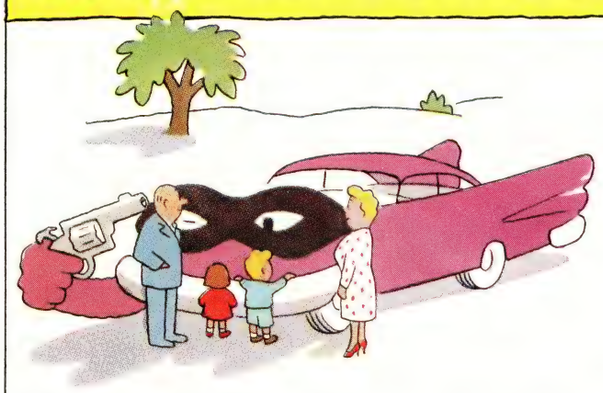
$1789

Suggested factory delivered price of Rambler American Deluxe at Kenosha, Wisconsin, including federal taxes.

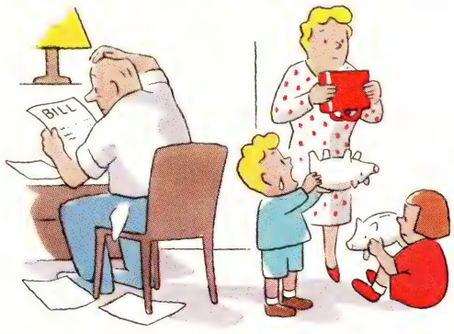
Flash-O-Matic transmission, white wall tires and other optional equipment, if desired, state and local taxes, if any, extra.

Rambler Foils Bank Robbery

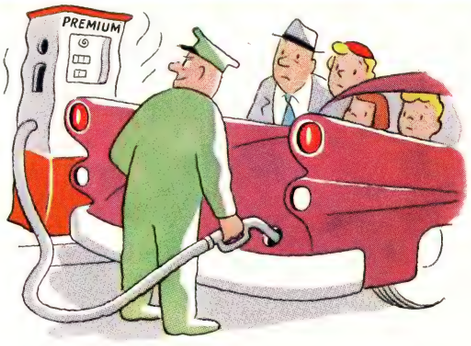
by Chon Day



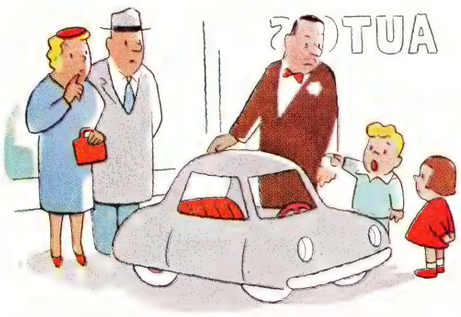
Once a four-wheeled bandit kidnapped a family. The family didn't realize this because the bandit was really a big new $4,000 car, and they thought *they* owned *it*.



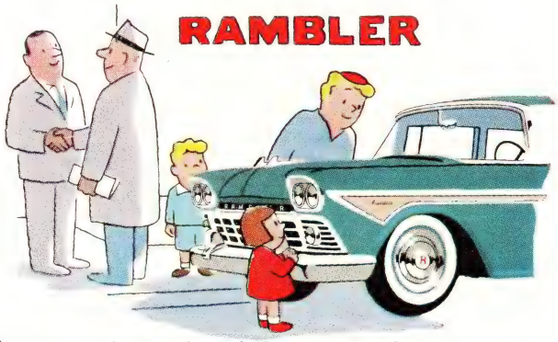
Then the children complained. "Somebody is robbing our piggy banks." And the parents said, "Someone's robbing *our* bank account, too."



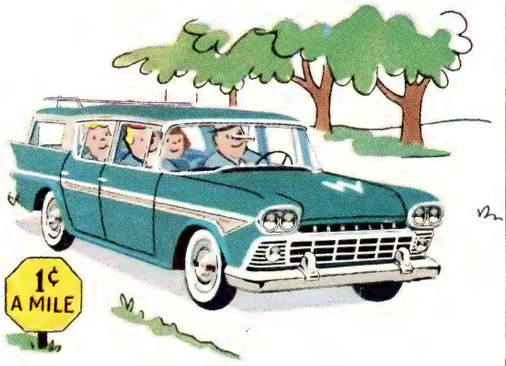
Finally they realized the bandit's 10-miles-to-the-gallon appetite, depreciation and other expenses were costing them about $1,500 a year.



"We'll end up in the poorhouse," cried the man. "A little European car, maybe," said the wife. "Boo-hoo," cried the children. "Where would we ride, on the roof?"



Luckily, they heard about Rambler's superb economy and top resale. They tried it for size. "Why it's as roomy as our $4,000 car," said the wife.



So they traded the bandit for a Rambler 6 with overdrive. Now the children's piggy banks keep overflowing. Yours will, too, with Rambler.

1 Get American big car room and comfort **2** Get European small car economy, handling ease

Get the Best of Both—*Go Rambler!*

1958 REBEL V-8 CUSTOM 4-DOOR HARDTOP

You join America's smartest car buyers when you switch to Rambler, fastest-growing of all in popularity with sales up 73% over last year. Because Rambler is America's *only* true economy car. See the new jet-stream-styled Ramblers with all the new features—Air Coil Ride, Airliner Reclining Seats, pushbutton driving. Three wheelbases, four engines—90 HP "6" to 270 HP V-8. Save money every mile you drive! Choose your Rambler today.

American Motors Means More for Americans

SEE YOUR RAMBLER DEALER

RAMBLER • AMBASSADOR • METROPOLITAN

100-INCH-WHEELBASE RAMBLER AMERICAN

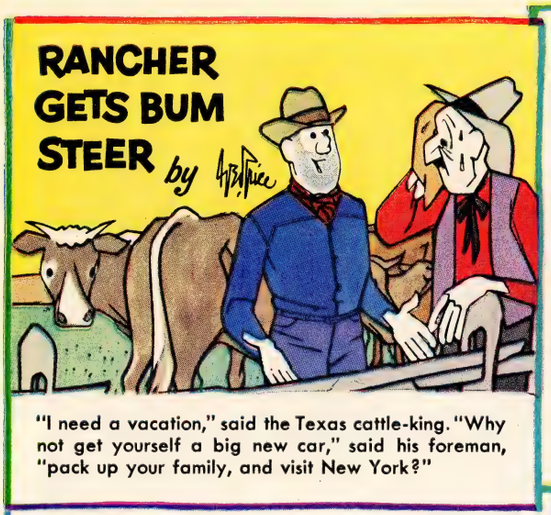
$1789

Suggested factory-delivered price of Rambler American at Kenosha, Wisconsin, including federal taxes.

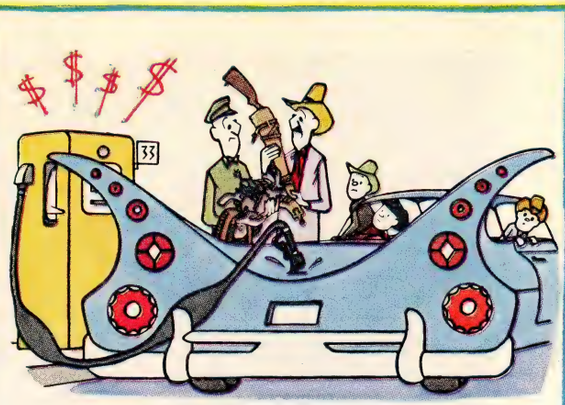
Automatic transmission, whitewall tires and other optional equipment, if desired, state and local taxes, if any, extra.

35.39 M.P.G., 2837-MILE OFFICIAL NASCAR RECORD

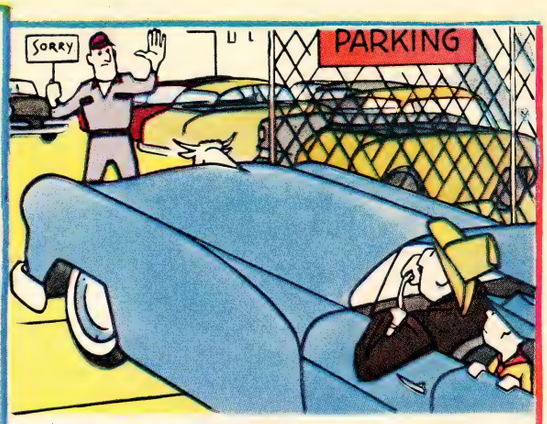
Los Angeles to Miami, with overdrive.



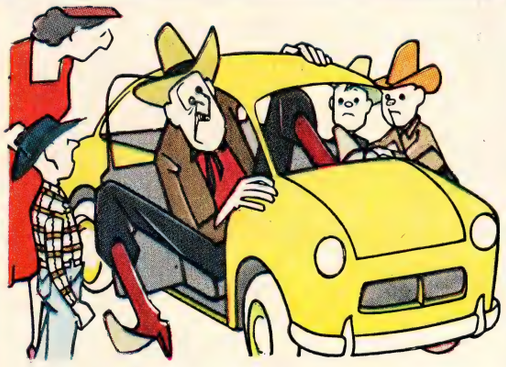
"I need a vacation," said the Texas cattle-king. "Why not get yourself a big new car," said his foreman, "pack up your family, and visit New York?"



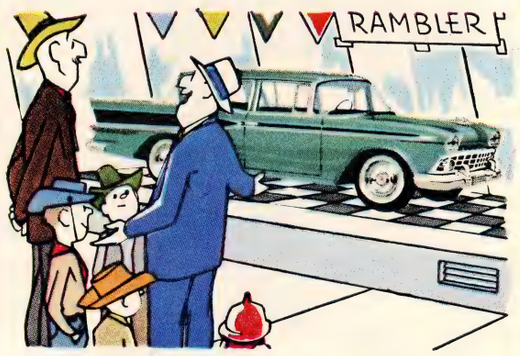
So he did. But by the time he reached the Texas border, the big car had burned up all his cash in gas and oil and repairs. So he had to hock his guns and spurs.



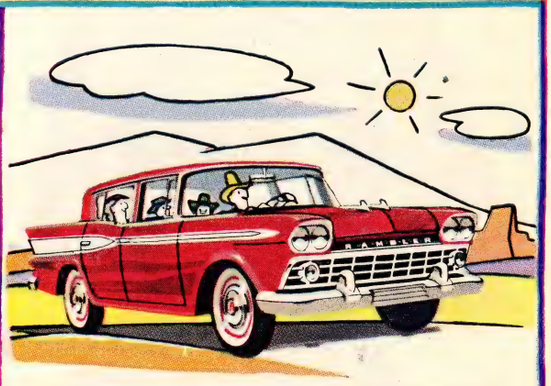
In the big city, they found the big bus wouldn't fit regular parking spaces, and garages charged double. "Looks like I got a bum steer," said the Texan.



He tried a little foreign car, but there wasn't room for his size-12 boots and 20-gallon hat. "Where," asked his wife, "would the kiddies ride . . . sidesaddle?"



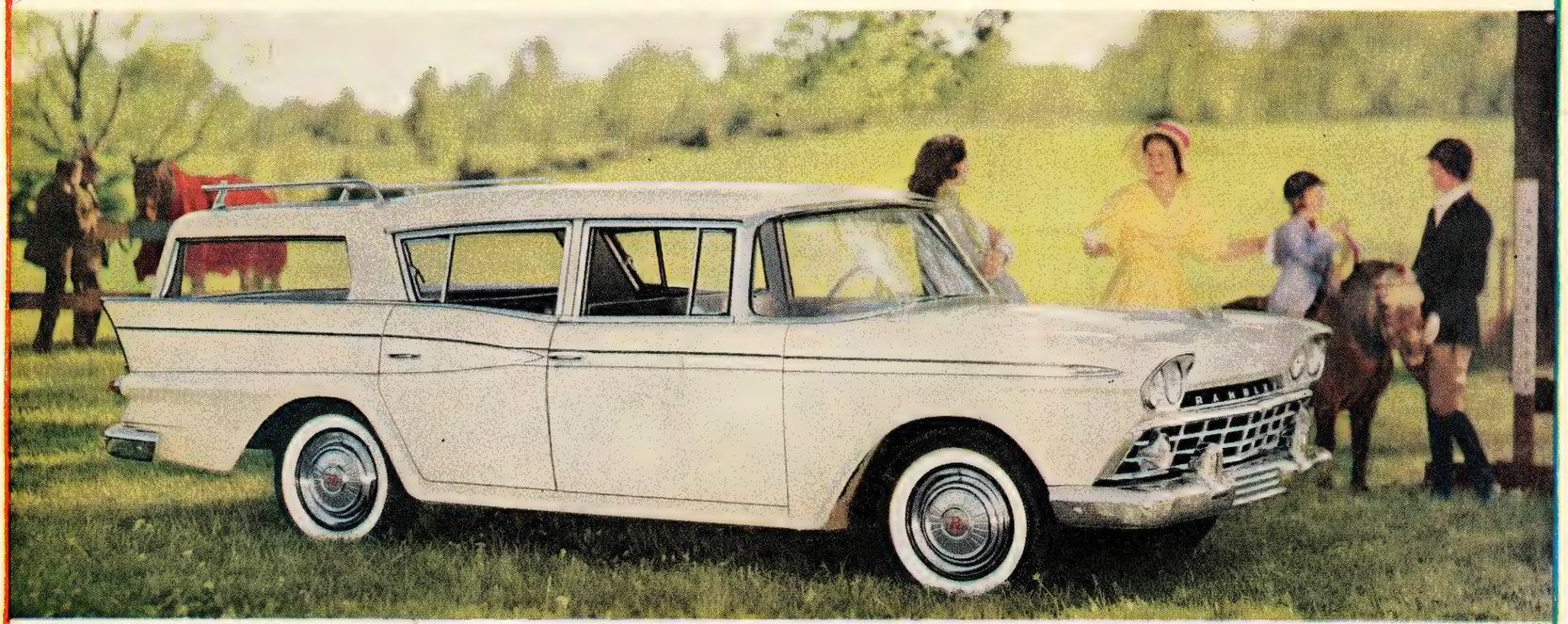
Then, a friendly native spoke up: "Try Rambler, with big-car room, small-car economy." So they did . . . and had a fine time seeing the town in this easier-handling car.



With front seats that glide back and forth individually, the tall Texan had extra legroom. Low-cost air conditioning kept them cool on the desert. Try it.

Go Rambler...*the compact* quality car*

Get the best of both: Big car room, small car economy



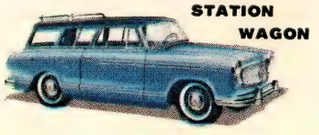
Look at the record: Rambler now outsells not only most big cars, but all six best-selling foreign cars combined. The reason: Rambler saves you more than ever on first cost, on gas, on repairs. Rambler gives you big 6-passenger room, yet is easiest to turn, parks anywhere. The only low-priced car with modern single unit construction . . . stronger, longer-lasting, rattleproof. Highest resale. Enjoy exclusive Personalized Comfort: separate front seats glide back and forth individually; reclining seatbacks; adjustable headrests. Go Rambler . . . and *save.*

SEE YOUR RAMBLER DEALER

RAMBLER 6 or V-8 • AMBASSADOR V-8 • METROPOLITAN

*TRADEMARK AMERICAN MOTORS

New 100-inch wheelbase Rambler American



STATION WAGON

SEDAN

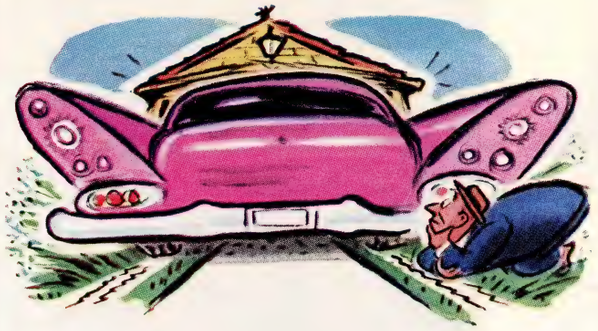
$1835

Suggested delivered price at Kenosha, Wisconsin, for 2-door sedan at left. State and local taxes, if any, automatic transmission and optional equipment, extra.

THE BROKER WHO GOT BROKER AND BROKER

by Whitney Darrow, Jr.

This live-stock broker did OK on the hog market, decided to splurge on a big, flashy car. "My dreamboat," he said. Then the nightmare began.



He had to lengthen his garage, widen his driveway, hire a chauffeur for his wife who found "dreamboat" harder to park than a hog truck. Parking lot owners raised the rates.

Poor broker! Gas bills, insurance, costly repairs added to the strain—and soon he was down to his last piglet (even that was in hock to a gas station!).

In desperation, he looked at small foreign cars. "Too cramped," said the broker. "And where do we leave the kiddies," asked his wife, "...out at the stockyards?"

Finally they found the answer at a nearby Rambler showroom. "Looks good," said the broker. "The best," said his wife, "of both: big car room . . . small car economy." So the broker bought a Rambler.

Now he's solvent again . . . and happier with Rambler's easier handling, Personalized Comfort: sectional sofa front seats glide back and forth individually. Try it.

Get big car room, small car economy in the compact quality car—

GET THE BEST OF BOTH IN THE '59 RAMBLER!

Rambler Cross Country Station Wagon

As other leading '59 cars grow in size, in price, in thirst—Rambler wins new customers by the thousands! The reason: Rambler saves you more than ever before—hundreds of dollars on first cost—gives more miles per gallon, too, with advanced carburetion. Highest resale value. And see how easily Rambler turns and parks, fits any garage. Try Rambler Personalized Comfort: sectional sofa front seats glide backward and forward independently; Airliner Reclining seatbacks; adjustable headrests. See and drive Rambler '59 . . . and *save!*

New 100 inch wheelbase

Rambler American

STATION WAGON

SEDAN

$1835

Suggested delivered price at Kenosha, Wisconsin, for 2-door sedan at left. State and local taxes, if any, automatic transmission and optional equipment, extra.

SEE YOUR RAMBLER DEALER

RAMBLER 6 OR V-8 • AMBASSADOR V-8 • METROPOLITAN

Enter Alcoa Wrap's

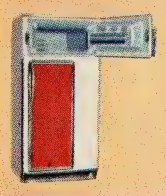
$100,000 Wagon-Load Contest!

10 Rambler V-8 Station Wagons

PLUS—*OVER 1000 ADDITIONAL PRIZES*

YOU CAN WIN! Over a thousand prizes, so your chances are great! If you're one of the ten first-prize winners, a brand new 1959 Rambler Rebel V-8 Custom Cross Country Station Wagon, luxuriously equipped, is yours—plus $500 worth of groceries from your favorite food store. And what a wagon! Gives you Rambler handling and parking ease combined with smooth economical V-8 performance. It's a snap to enter the Wagon-Load Contest, so get your Alcoa® Wrap now.

15 WESTINGHOUSE REFRIGERATOR-FREEZERS keep meat store-fresh for seven days without freezing, thanks to exclusive Cold Injector refrigeration system.



25 WHITE TRIPLE-MATIC ZIGZAG SEWING MACHINES give three needle positions: pushbutton reverse, manual, automatic selection. All custom machine features!

25 STROMBERG-CARLSON CHORAL HIGH-FIDELITY RADIO-PHONOGRAPHS adaptable to stereo. Elegance of design, cabinetry, quality, tone. Three hi-fi speakers, AM-FM radio!

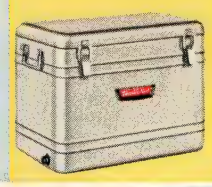
40 KODAK SUPER 8 MOVIE OUTFITS contain Brownie Movie Cameras, Turret f/1.9; Field Cases; Showtime 8 Projectors, and helpful instruction manuals.

300 RIVAL CAN-O-MATIC PORTABLE ELECTRIC CAN OPENERS with retractable legs, so even extra-tall cans may be opened easily, automatically.

75 HOOVER VACUUM CLEANERS for the finest home cleaning equipment. The only cleaner that beats, as it sweeps, as it cleans.

40 UNDERWOOD DELUXE GOLDEN-TOUCH PORTABLE TYPEWRITERS fit perfectly at home, in school, in business. With the sensational new Jam-Release key.

150 KNAPP ♔ MONARCH KING-SIZE THERM-A-CHESTS of lightweight aluminum, 62-qt. capacity. By the makers of famous KM Therm-A-Jugs.



150 KROMEX SETS include Tu-Tone bread cabinets with cutting board in door, 4-piece canister sets, 3-way towel dispensers, sparkling aluminum serving trays.

200 3-PC. ALUMINUM HALLITE SETS BY WEAR-EVER include copper-covered 1½ qt. Saucepan, 7-inch Fry Pan, 8-cup Percolator . . . rounded in styling, easy to clean.

STRONGEST because it's smooth . . . BEST because it's strongest

How to enter? It's easy! Here's all you do:

Just complete this sentence in 25 additional words or less: "I like strong Alcoa Wrap because_____"

Print or write your entry on a plain sheet of paper. Fill out the coupon in this ad. Then attach entry securely to coupon

together with a Better Packaging Label from the lid flap of any size package of Alcoa Wrap. Enter as many times as you like, but be sure to attach your name and address, the name and address of the store where you purchased your Alcoa Wrap and a Better Packaging Label to each entry.

Entries will be judged on the basis of sincerity, originality and aptness of thought. Entries will be judged by the Bruce Richards Corporation. All entries become the property of Alcoa, and none will be returned.

Entries must be *postmarked* no later than midnight, April 20, 1959, and *received* no later than midnight, April 30, 1959. Winners will be notified by mail as soon as possible, and a complete list of winners will be available to any person who requests the list and sends a stamped, self-addressed envelope approximately eight weeks after the close of the contest. Prizes will be awarded in order of retail value. One prize to a family. Duplicate prizes in case of ties.

This contest open to all residents of the continental United States and its possessions, except employees of Alcoa, its advertising agencies and their families. Subject to all federal, state and local laws and regulations.

Watch "ALCOA THEATRE" Alternate Mondays NBC-TV "ALCOA PRESENTS" Every Tuesday ABC-TV

ALCOA WRAP

SEND TO: ALCOA WRAP WAGON-LOAD CONTEST, BOX 1622, NEW YORK 46, N.Y.

NAME_____

ADDRESS_____

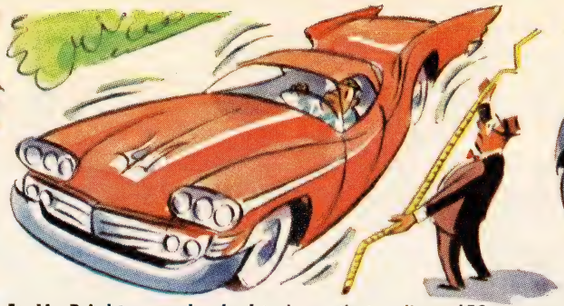
CITY_____ ZONE____ STATE_____

STORE WHERE ALCOA WRAP WAS PURCHASED:

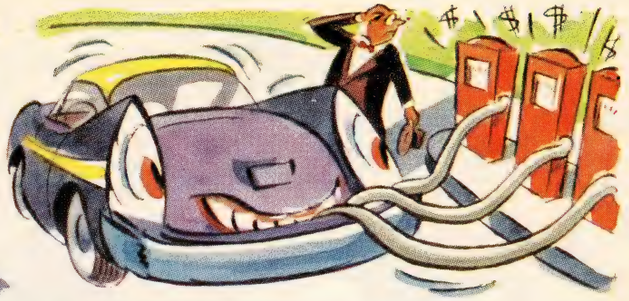
NAME_____

ADDRESS_____

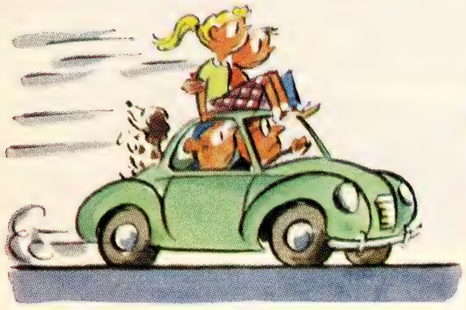
Remember to attach your entry and a Better Packaging Label from any size package of Alcoa Wrap to this coupon.



1. **Mr. Bright was shocked** to learn that ordinary '59 cars are even longer than in 1958.

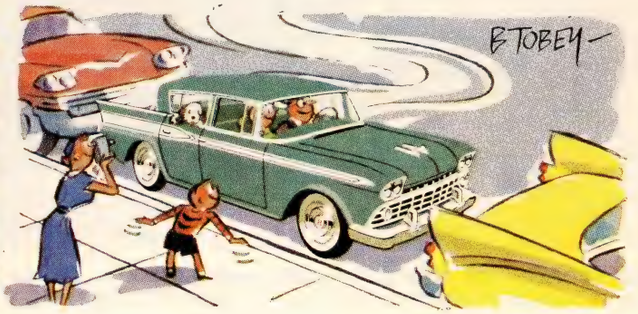


2. **He was pained** to discover that ordinary '59 cars will be heavier and hungrier.



3. **He was disappointed** to see that little foreign cars, while thrifty, are still too short on room.

4. **Then he discovered the '59 Rambler**—and found The Best of Both: big car room and small car economy!

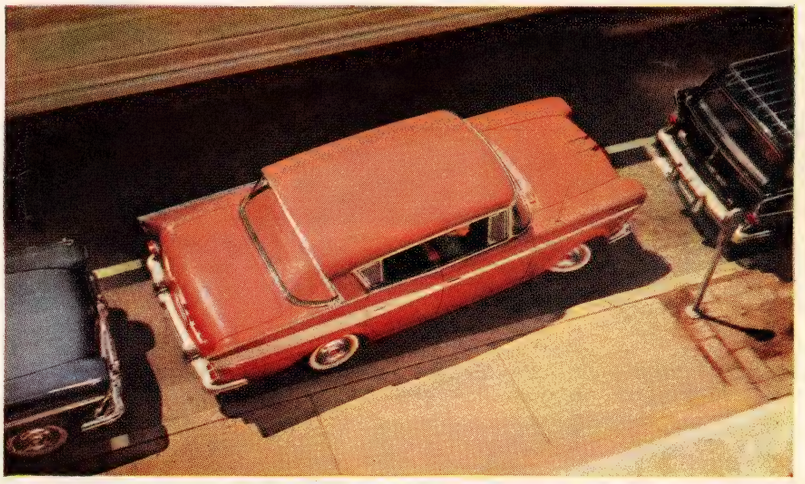


5. **He was delighted** with Rambler's easy driving, turning and parking. He was sold. So will you be—with Rambler.

ANNOUNCING
RAMBLER FOR '59
THE COMPACT CAR WITH THE BEST OF BOTH

1. BIG CAR ROOM AND COMFORT

Spacious interiors for six big passengers—more shoulder room, hip room, legroom than the average of all low-priced cars.



2. SMALL CAR ECONOMY AND HANDLING

America's acknowledged economy leader travels farther on a gallon of gas, is easiest to park, handle and garage.

Meet the smart new 1959 models of America's Number One sales success car!

Rambler—with distinctive new styling . . . new Personalized Comfort . . . *and even greater economy!*

Rambler has smashed all sales records because it is the one car that has what most Americans want—*big car room and small car economy.*

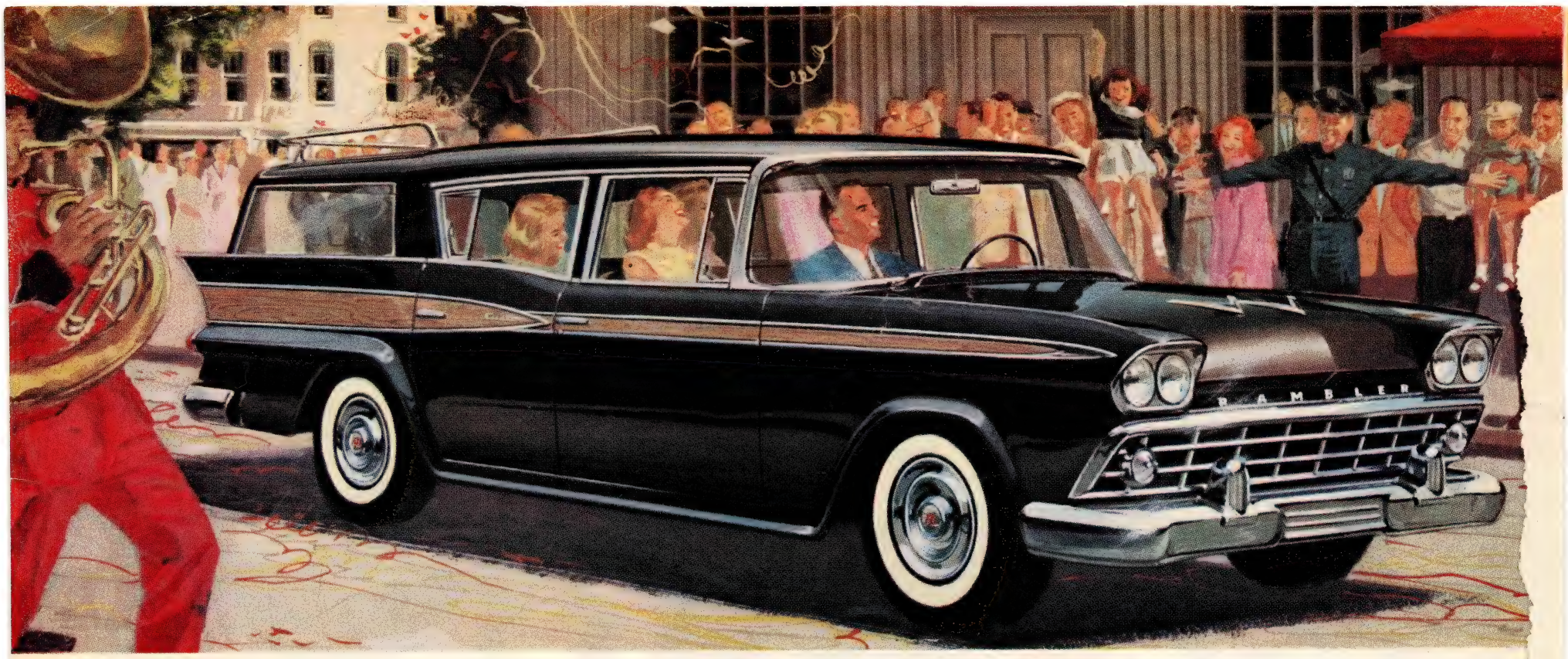
While other new models grow longer, heavier, wider, and hungrier for gas, Rambler continues to lead the industry with smart *compact* cars.

The announcement of the 1959 Ramblers reveals sleek new styling, new models. Yet Rambler has kept its trim figure and tiny appetite for gas.

You will want to see the world's first cars offering *Personalized Comfort:* front seats are sectional sofas that glide forward and backward independently, with reclining backs and adjustable headrests.

The new 1959 Ramblers are at your Rambler dealer's now. Featured is the newest, smartest small station wagon—the new Rambler American Station Wagon with 100-inch wheelbase—like all Rambler models, it offers fully automatic, standard or overdrive transmissions. See it and all the new 1959 Ramblers today.

MORE NEWS ABOUT THE NEW RAMBLER—SUCCESS CAR OF '59—ON THE NEXT PAGES



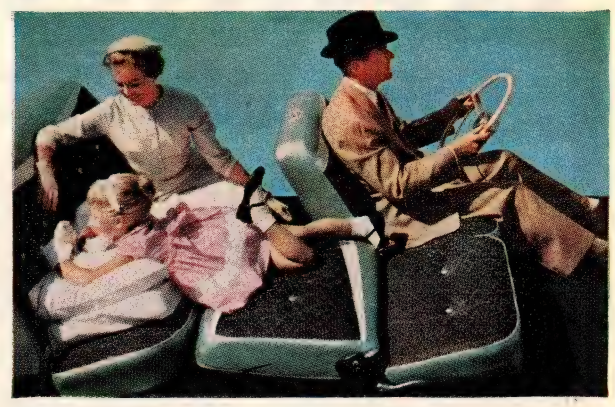
NEW ECONOMY IN WORLD-FAMOUS RAMBLER SIX — America's acknowledged economy leader, with new carburetion, now gives even more miles per gallon for '59. The compact 108-inch wheelbase beauty that is smashing all sales records. Available in the Cross Country Station Wagon, above, Hardtop and Sedan models.

JOIN THE SUCCESS PARADE TO

WORLD'S ONLY CARS WITH PERSONALIZED COMFORT

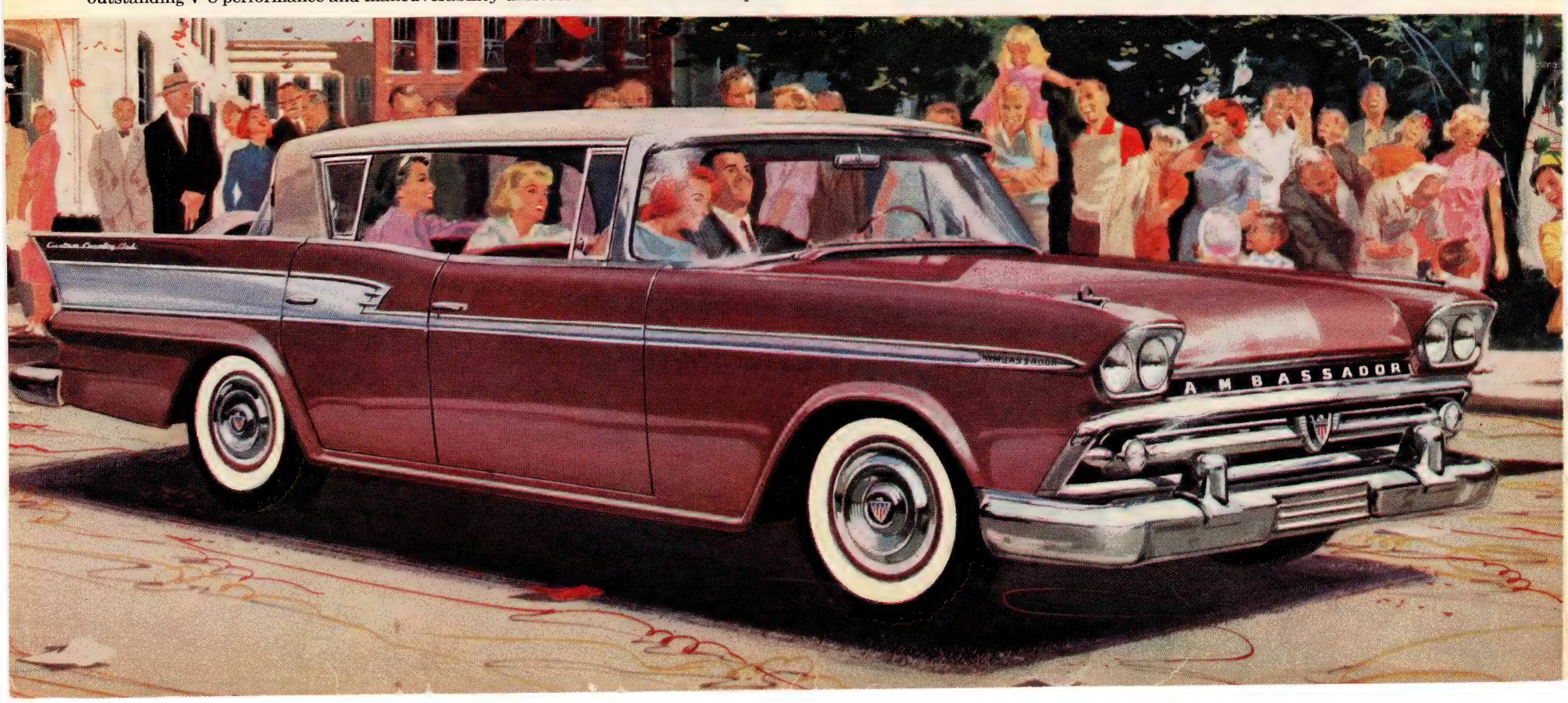
SECTIONAL SOFA FRONT SEATS glide forward or backward independently so driver and front seat passenger enjoy exactly the right legroom. With seats side by side, three abreast ride comfortably.

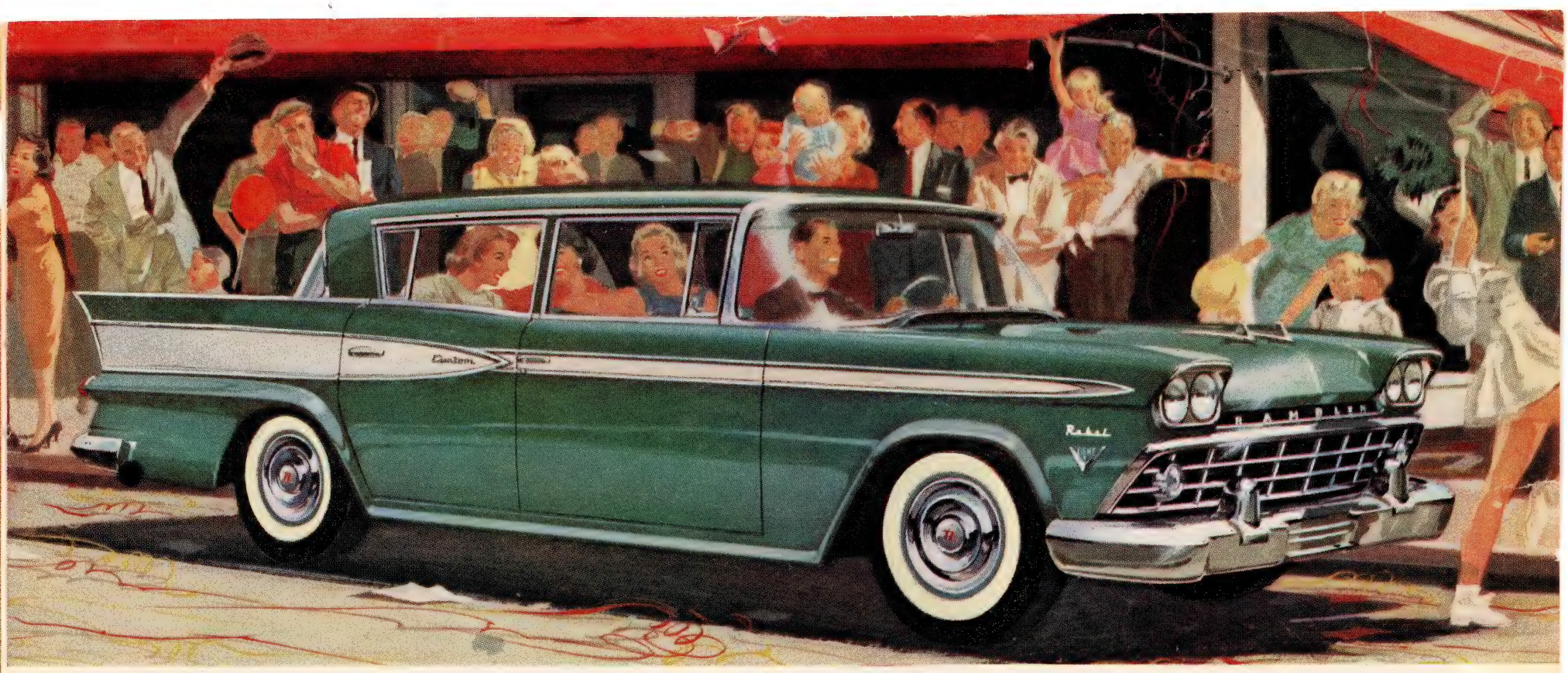
TOP COMFORT! ADJUSTABLE HEADRESTS and Airliner Reclining Seats that recline individually to any of five relaxing positions—even make a chaise longue. Headrests are important safety features, too.



EXCLUSIVE NAP COUCH is but one of many adaptations of Rambler Reclining Seats. Wonderful for napping children on long trips. Ideal rest couch for adults. Makes up into Twin Travel Beds, too!

NEW LUXURY IN 270-H.P. AMBASSADOR V-8—America's only luxury compact car, outstanding V-8 performance and maneuverability unrivaled in the low-medium price field. Distinguished 4-Door Country Club Hardtop Sedan shown below. Also available in 4-Door Sedan and 4-Door Cross Country Station Wagon models.





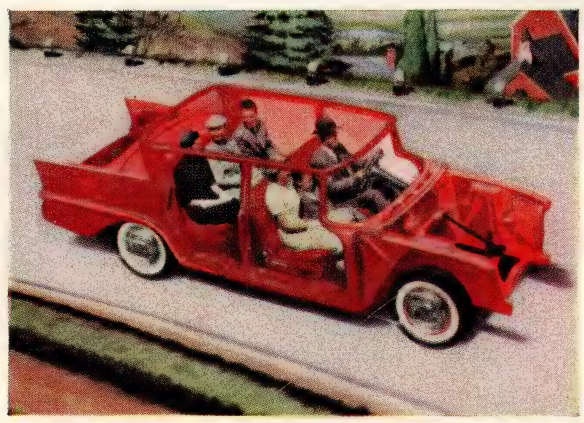
NEW 1959 RAMBLER REBEL V-8. Get sparkling V-8 performance with top economy, easiest handling, easiest parking of any V-8. Try it with Self-Adjusting Brakes, Anti-Slip Powr-Lok Differential, available on all Rambler V-8s. Choice of Four-Door Sedan (illustrated), Cross Country Station Wagon or Four-Door Hardtop models.

RAMBLER...THE COMPACT CAR

With other 1959 cars ballooning in length and width, the new 1959 Ramblers stand out more than ever as the choice for smart car buyers.

For America's top motorcar success—while brand-new in styling, in models and features—has held the line on size. Drive the new Ramblers today for an eye-opening revelation of exclusive differences offered by no other car.

Only the new Ramblers give you the best of both: Big car room with small car economy and handling ease. See the new Ramblers today. Join the success parade to Rambler. Save every mile you drive.



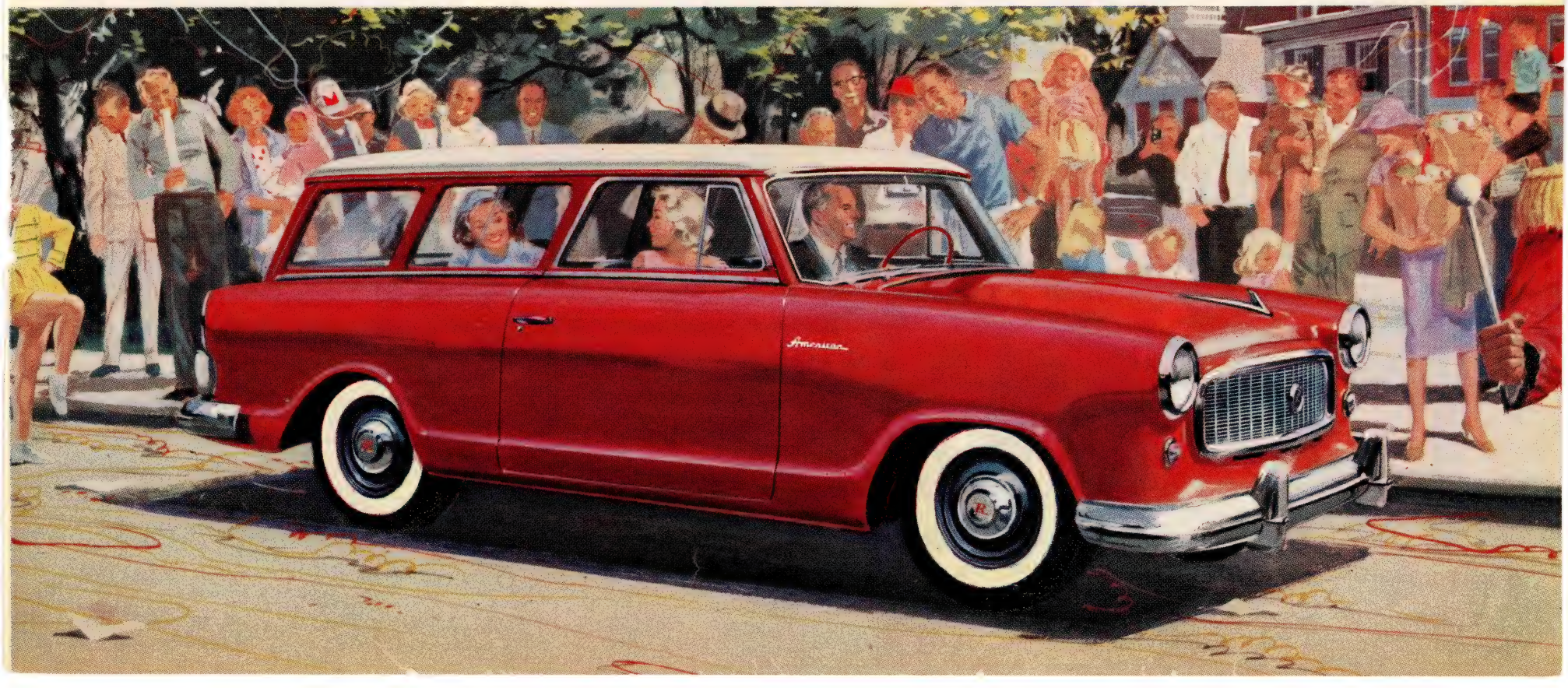
FAMOUS SINGLE UNIT CONSTRUCTION. American Motors pioneered it. Only Rambler—of all low-priced cars—has it. All-welded body-and-frame—more room, more safety, no body squeaks or rattles. Exclusive Deep Dip rustproofing.

GET THE BEST OF BOTH

- BIG CAR ROOM
- SMALL CAR ECONOMY

GO RAMBLER FOR '59

***Here By Popular Demand*—RAMBLER AMERICAN 100-INCH WHEELBASE STATION WAGON**—Peppy 90 HP six. Offers you a choice of fully automatic, standard or overdrive transmissions. The American-built car tens of thousands of motorists demanded. Rambler American is also available in 5-passenger club sedans.



"These test engines are worth their weight in gold...to you!"

GEORGE ROMNEY, *President, American Motors Corporation*

NOT BECAUSE of the millions of engineering dollars they represent, but because of what these experimental engines have saved motorists—they are worth their weight in gold—and more.

For economists estimate that if all cars were as economical as Rambler, you and other motorists would save $1½ to $2 billion a year on gasoline alone.

While other makes were fighting a tooth-and-nail size and horsepower race, Rambler engineers were fighting to save money for the American motorist.

First Rambler engineers fought weight—everlasting enemy of economy. That problem was solved with lighter, stronger, aircraft-type Single Unit Construction* which saves hundreds of pounds of excess weight.

Next, Rambler engineers set out to design engines to give the best performance on the least fuel.

RAMBLER'S YEARS OF TESTING

We built and tested engines of many different metals, cast-iron, aluminum, various alloys. We are delivering an American Motors V-4 aluminum, air-cooled engine to the armed forces, in a special purpose vehicle.

We built 2 and 4-cycle engines . . . 1, 2, 3, 4, 6, 8-cylinder. V-engines, in-line engines, pancake engines with opposing cylinders. L-head, F-head, overhead valve engines, air-cooled and liquid-cooled engines.

ENGINE—FRONT OR REAR

We built and rigorously tested front-engine, front-drive cars . . . rear-engine, rear-drive cars. Our extensive research showed clearly that the engine should be up front in a Rambler-size car for steering stability and surer control. It is safer, too, than a car that has the gas tank up front and the heavy engine weight in the rear.

THE HOT SUBJECT OF ENGINE COOLING

Engineering research proved air-cooled engines tend to be noisier. Temperature is harder to control.

These many years of testing of all types of engines, followed by 25 billion owner-driven miles in Ramblers, have convinced us the ideal power plant is the front-mounted, liquid-cooled engine. Surveys show Rambler owners get better economy and have fewer complaints than owners of any competitive car.

AUTO INDUSTRY TURNED UPSIDE DOWN

The Rambler concept has sparked the biggest revolution in automobile history. Rambler sales are at an all-time high. Motorists want the *compact** car with big car room and small car economy. Now other manufacturers are being forced to build this type of car.

But there is no substitute for experience. More than ten years of building compact cars are back of Rambler's *basic excellence—the balance of quality, performance, room, comfort and economy that motorists want.*

Ask any Rambler owner. Or, be your own judge and drive a Rambler at your Rambler dealer.

AMERICAN MOTORS CORPORATION
RAMBLER · KELVINATOR · METROPOLITAN

**Trademark American Motors*

The Compact Rambler... *America's No. 1 Success Car*

ENTER TODAY! Win one of

8 RAMBLERS IN MILK-BONE SHAGGY DOG CONTEST

WALT DISNEY'S NEW HIT, "SHAGGY DOG"—

stars Fred MacMurray and Jean Hagen. Now showing at movie theaters throughout the country. Don't miss it!

©WALT DISNEY PRODUCTIONS

HERE'S ALL YOU DO TO ENTER:

Finish last line of this Jingle.

"Bone hunger!" cried the Shaggy Dog
"That's what troubled me
"But since they gave me Milk-Bone
. . . . . ."

For example, the last line might be:

"I'm as content as I can be."

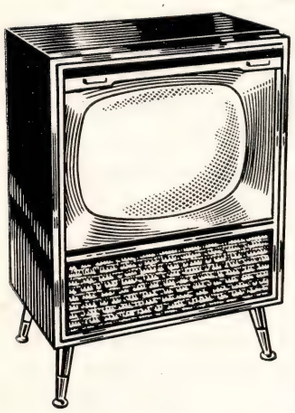
8 FIRST PRIZES:

RAMBLER STATION WAGONS

HERE'S A TIP TO HELP YOU WIN!

Milk-Bone Dog Biscuits look like a bone and chew like a bone. Milk-Bone gives your dog the chewing exercise of a bone plus vital nutrition.

MILK-BONE SATISFIES THE BONE HUNGER OF YOUR DOG



50 2nd PRIZES:

SYLVANIA 21" TV DELUXE CONSOLE MODELS

Features 2-position HALOLIGHT brightness control. 21-inch picture tube with 249 sq. inches of viewing area. 8" tone-balanced speaker. Model 21C525.

MILK-BONE CONTEST RULES

Follow the simple contest rules for submitting your entry on coupon below. Be sure to include a Milk-Bone box top with each entry.

1. Print or write plainly your last line for the Milk-Bone "Shaggy Dog" Jingle to rhyme with "me." Use the entry blank below or use plain paper or get additional entry blanks at your grocer's.
2. Submit as many entries as you wish. However, each entry must be accompanied by one Milk-Bone Dog Biscuit box top.
3. Mail entries to Milk-Bone Contest, P. O. Box 178, New York 46, N. Y. Entries must be postmarked no later than May 31, 1959, and received no later than June 12, 1959.
4. The contest will be judged by the Bruce Richards Corporation, an independent judging organization, on the basis of originality and aptness of thought and interest, sincerity and excellence of composition including lyrical qualities, rhyme and meter. Duplicate prizes will be awarded in case of ties. Decision of the judges is final. Entries must be original in all respects with the contestant submitting them. All entries become the property of National Biscuit Company and may be used by it for advertising or promotional purposes without compensation to sender.
5. Contest open to residents of continental U. S. except employees of the National Biscuit Company or its advertising agencies or members of their immediate families. Contest is subject to all Federal, State and Local Laws and Regulations. Void wherever taxed, prohibited or restricted.
6. List of major prize winners available two months after close of contest to any contestant who encloses a self-addressed, stamped envelope with entry.

100 3rd PRIZES:

SYLVANIA ALL-TRANSISTOR PORTABLE RADIOS

Powerful printed circuit chassis is packed with power of 6 tiny transistors. Performs where others often fail. Plays instantly. Model 3305.

PLUS

5,000 5th PRIZES:

PIONEER LADIES WALLETS

500 4th PRIZES:

SUNBEAM AUTOMATIC ELECTRIC FRYPANS

With controlled even-heat dial in handle. Easy to set, easy to use. Quality construction.

5,000 6th PRIZES:

PERSONALIZED DOG FEEDING DISHES

ENTER TODAY! MAIL THIS COUPON

Milk-Bone "Shaggy Dog" Jingle Contest, P. O. Box 178, New York 46, N. Y.

"Bone hunger!" cried the Shaggy Dog
"That's what troubled me
"But since they gave me Milk-Bone
_____"
(INSERT LAST LINE HERE)

I enclose a Milk-Bone Dog Biscuit box top.

NAME.....

STREET.....

CITY.....ZONE.....STATE.....

Here's Proof America Buys Basic Excellence...

RAMBLER

3RD IN SALES IN U.S.A. IN JUNE!

THE WALL STREET JOURNAL
WEDNESDAY, JULY 8, 1959

Here are model-by-model break-downs of retail sales:

	June	6 mos.
(1) Chevrolet	175,263	810,541
(2) Ford-(x)	153,300	676,000
(3) Rambler	43,556	190,091
(4) Plymouth-(x)	41,700	208,700
(5) Pontiac	37,387	212,147
(6) Oldsmobile	33,980	199,650
(7) Buick	22,359	133,543
(8) Dodge-(x)	15,900	78,000
(9) Mercury	13,763	78,675
(10) Studebaker	12,960	74,000
(11) Cadillac	11,721	77,134
(12) Chrysler-(x)	6,800	34,450
(13) DeSoto-(x)	4,900	25,000
(14) Edsel	3,547	24,172
(15) Lincoln	1,928	15,015
(16) Imperial-(x)	1,450	9,450

(x) Estimated

America's leading daily business paper, "The Wall Street Journal," reports that Rambler was No. 3 in sales of all cars sold in the United States in June.

Why is the Compact* Rambler the fastest growing car in sales in more than 30 years?

Because Rambler gives you basic excellence in quality, performance, room, comfort, economy and handling.

Rambler has 20 years experience in building a car with rattleproof, squeakfree, Single Unit Construction.*

Rambler is proved America's top economy car, holding the transcontinental NASCAR economy records—with both overdrive and automatic transmission.

Rambler's basic excellence gives you the highest resale value of any low-priced car.

Discover Rambler's basic excellence. Drive America's No. 1 success car at your Rambler dealer's now.

Trademark American Motors

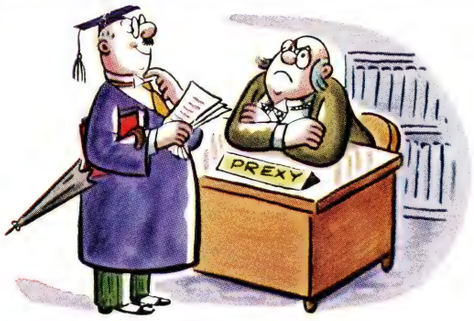
GO RAMBLER · GET THE BEST OF BOTH

● Big car room and comfort ● Small car economy and handling ease

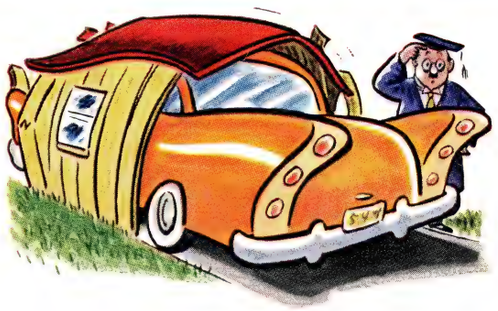
SEE AMERICA'S **NO. 1** SUCCESS CAR AT YOUR RAMBLER DEALER

Absent-minded Prof parks wife, kisses Rambler

by Hoff

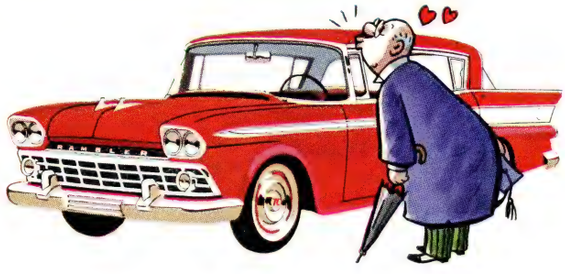


Once there was a professor who got called into the college president's office. "Is it true," said the prexy, "that last week you parked your wife and kissed your new 1959 Rambler?" "Yes, sir," said the prof, "but . . ."

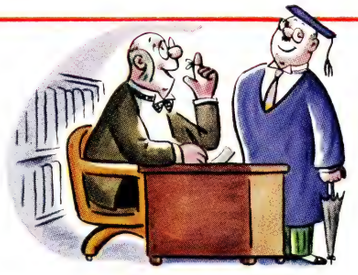


"Such absent-mindedness is appalling," said the prexy. "But, sir," said the prof, "that wasn't absent-mindedness! Remember that big gas-guzzler I used to drive that didn't fit my garage and my wife couldn't park?"

"Well, I decided to trade it for a little foreign car, but my wife said, 'We have four children, dear. Remember?' 'Bless my soul,' I said, 'so we do.' Then my brightest student told me about Rambler—big car room, small car economy.



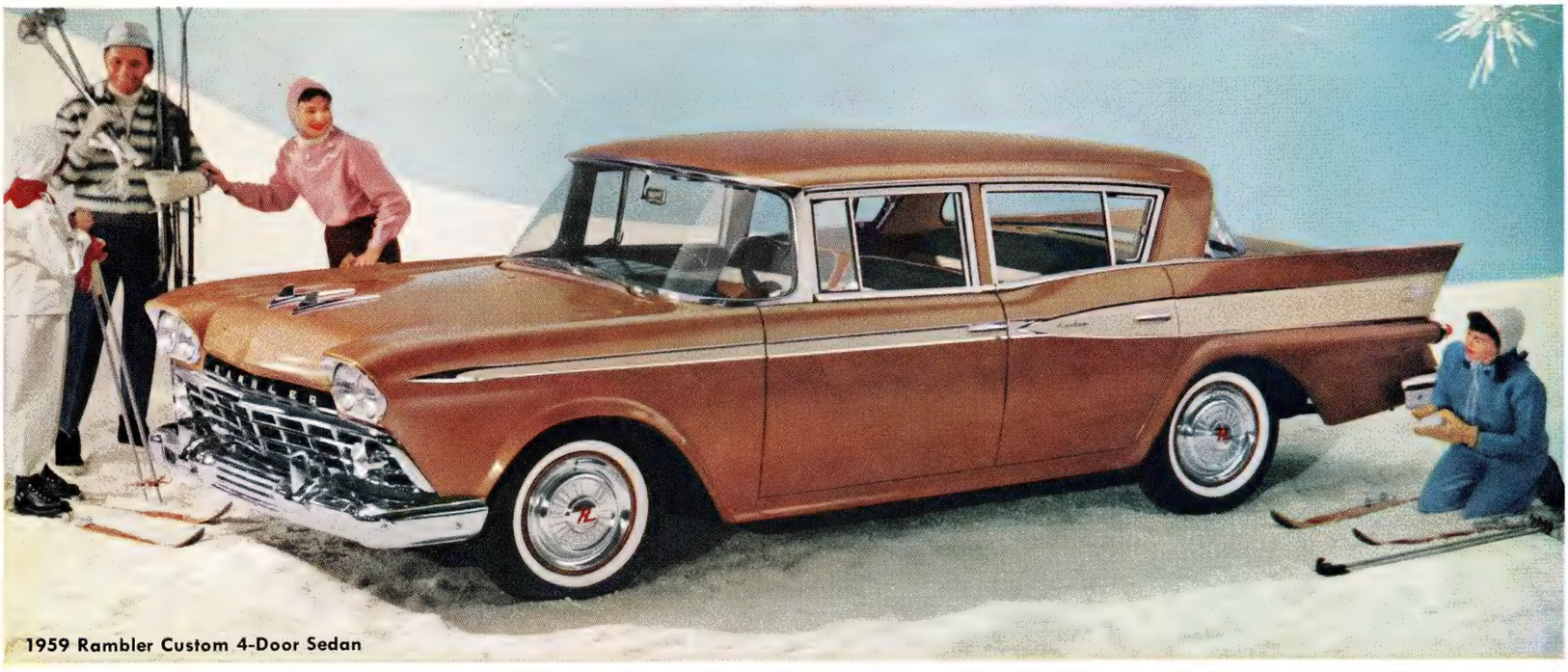
"So I got a Rambler and last week when I had to go to that conference at State U., I parked my wife at her mother's and kissed my Rambler because it's a sweetheart of a car and gets twice the mileage of my former big car," said the prof.



"That's what this string on my finger is for," said the prexy. "My wife said we're only getting five to nine miles per gallon—or is it five to nine gallons per mile—on our big car. So where is that Rambler dealer?"

Go Rambler for '59 - the Compact Car

Get the Best of Both - Big Car Room - Small Car Economy



1959 Rambler Custom 4-Door Sedan

Rambler is first in sales gains because it gives buyers what they want—big car room, easy handling, top economy *plus* Personalized Comfort: Sectional sofa front seats for driver and passenger glide back and forth individually so each has the legroom he likes. See and try reclining seats, adjustable safety headrests, low cost All-Season Air Conditioning, every pushbutton convenience. Switch to the success sensation—the smart new Rambler for 1959.

SEE YOUR RAMBLER DEALER

RAMBLER • AMBASSADOR • METROPOLITAN

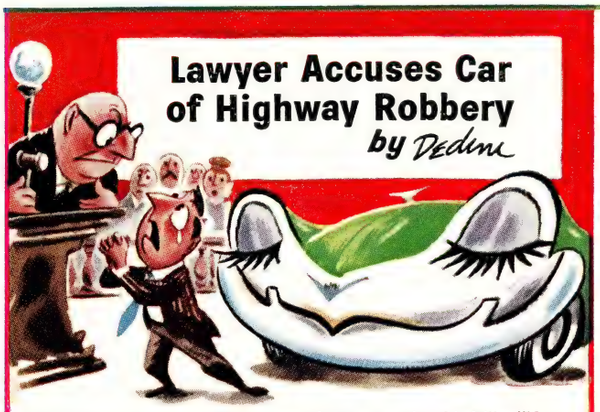
New 100 inch wheelbase Rambler American

STATION WAGON

SEDAN

$1835

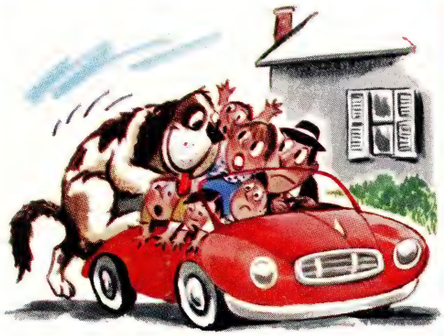
Suggested delivered price at Kenosha, Wisconsin, for 2-door sedan at left. State and local taxes, if any, automatic transmission and optional equipment, extra.



This lawyer was brought to court for not paying his bills. "Your honor," he said, "I plead not guilty. My big car is the culprit."

"Every time I get on the highway, it robs me blind. It won't pass a gas pump, won't drink anything but highest-priced, double-premium gas." The judge said: "You *are* in trouble."

"But how about this ticket for tying up traffic?" he asked. The lawyer winced. "Whenever I try to park, my big clumsy car ties up traffic. It's *unparkable!*"



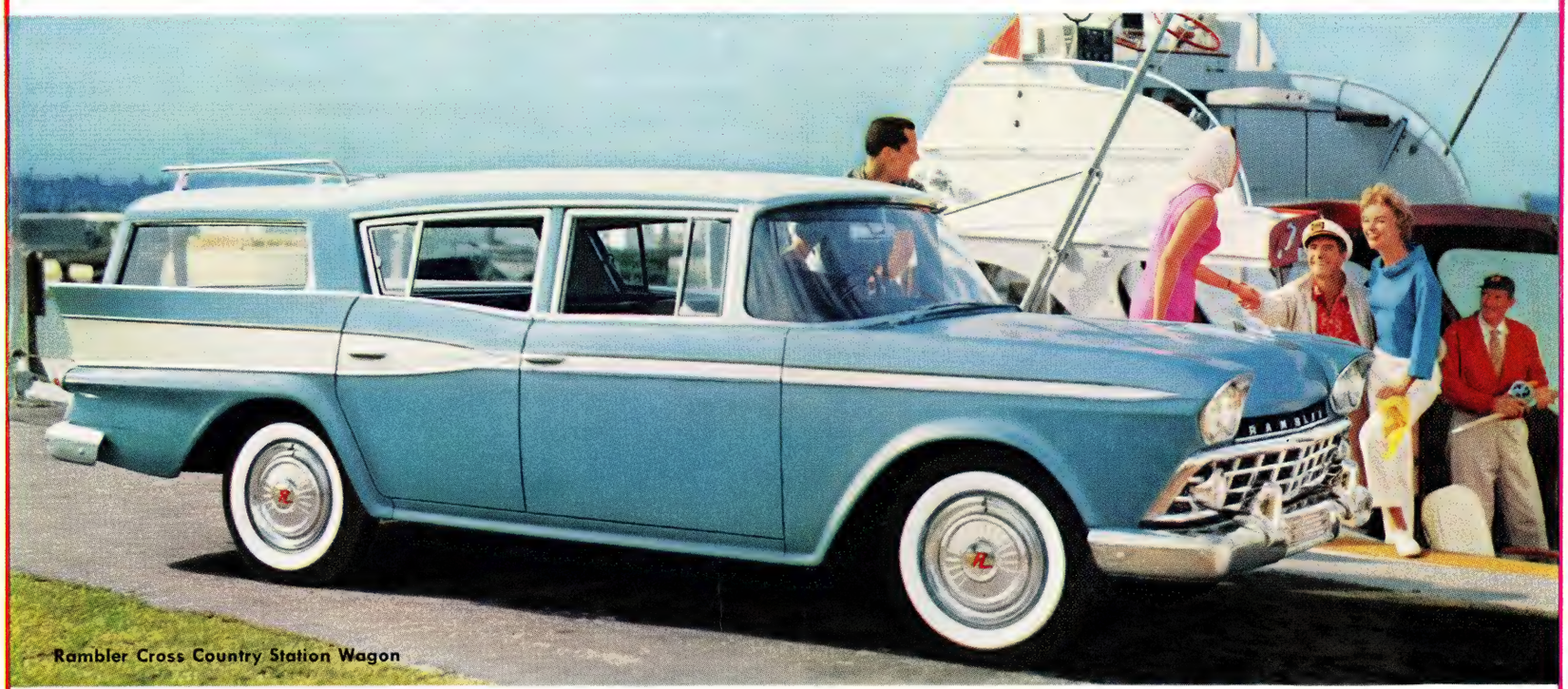
"We looked at a small, foreign car but it was four kids and a Saint Bernard too small. What I need is big car room *and* small car economy."

"You need a Rambler," said the judge. "Get the *best of both!* Case dismissed, if you trade for a Rambler!" The lawyer did. Soon, instead of debts, he had a fat bank account, and no more parking headaches. He also enjoyed . . .

Personalized Comfort: front seats that glide back and forth individually. Why don't *you* stretch your legs and dollars—with Rambler?

Get the Best of Both: *Big car room, small car economy*

GO RAMBLER '59...the Compact Quality Car



Rambler Cross Country Station Wagon

See why Rambler sales are passing car after car—breaking records everywhere. Get bigger savings on first cost, more miles per gallon, highest resale value. Get the only low-priced U. S. car with stronger, rattle-free Single Unit Construction! Easiest to turn and park. Offers Personalized Comfort, too: sectional sofa front seats that glide back and forth individually, Airliner reclining seats, adjustable headrests, lowest-cost All-Season air conditioning, new Twin-Grip differential. See—drive the Success Car of 1959. Go Rambler and *save* more than ever before.

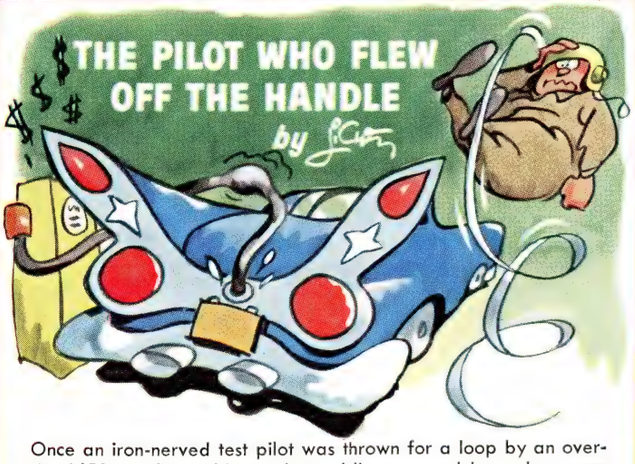
New 100 inch wheelbase
Rambler American

$1835

Suggested delivered price at Kenosha, Wisconsin, for 2-door sedan at left. State and local taxes, if any, automatic transmission and optional equipment, extra.

SEE YOUR RAMBLER DEALER

RAMBLER 6 or V-8 • AMBASSADOR V-8 • METROPOLITAN



Once an iron-nerved test pilot was thrown for a loop by an oversized '59 car. It was bigger than a blimp . . . and burned up even more gas—super-premium, at that.

He had to rent a hangar because its fancy fins wouldn't fit his garage. Bills poured in for gasoline, insurance, repairs, etc., and his finances went into a tailspin.

It rattled and shook as though it were falling to pieces. "Why don't they give up this nuts and bolts construction," roared the pilot, "and build cars the modern way like jet planes?"

"A few," said an engineer friend, "do have modern, stronger, rattleproof Single Unit Construction like the newest aircraft—Rambler, and two high-priced makes."

So the pilot and his wife flew to their Rambler dealer's and discovered the best of both: big car room, small car economy. "No rattles," said the pilot. "Easy to park," said his wife.

Now they save with every mile . . . and enjoy Rambler Personalized Comfort: sectional sofa front seats that glide back and forth individually. You can save, too, with Rambler.

GO RAMBLER—the COMPACT* car

Get the best of both: Big car room, small car economy

Rambler Custom 4-Door Sedan

Now the smart new Rambler not only outsells most big cars, but also outsells the top five foreign makes *combined*. Here's why: Rambler saves you more than ever on first cost (hundreds of dollars on most comparable '59s), on gas, on upkeep. Highest resale, too. Safer, sturdier, rattleproof Single Unit Construction* gives you big car room with small car economy and parkability. Enjoy Personalized Comfort: sectional sofa front seats glide back and forth individually. See the success car at your Rambler dealer.

New 100 inch wheelbase
Rambler American

SEDAN

STATION WAGON

$1835

Suggested delivered price at Kenosha, Wisconsin, for 2-door sedan at left. State and local taxes, if any, automatic transmission and optional equipment, extra.

SEE YOUR RAMBLER DEALER

Rambler 6 or V-8 • Ambassador V-8 • Metropolitan

*TRADEMARK AMERICAN MOTORS

Join the "Personal Car" Set

IMPORTED

Metropolitan "1500"

World's Smartest Smaller Car

Here's ideal transportation for two people *plus*—with almost 50-inch front seat hip room. And the rear occasional seat is handy for smaller children, pets or packages. Comes in smart convertible and hardtop models.

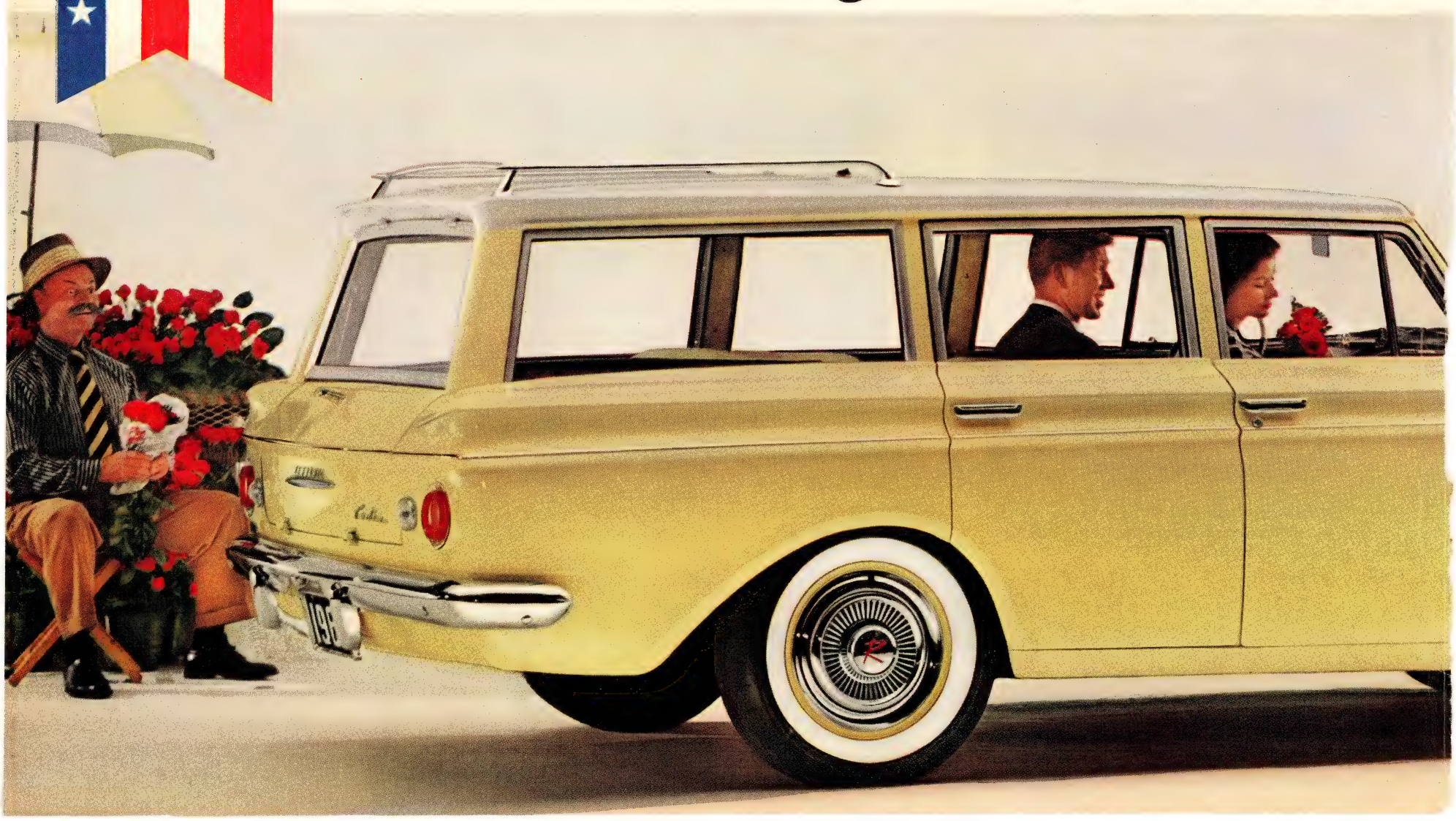
Conceived and engineered in the U.S. to provide comfort you're used to, the Metropolitan "1500" is built in England to European standards of craftsmanship. The peppy 55 H.P. engine provides thrilling responsiveness with top economy—*perfect* for around-town driving or turnpike cruising.

Join the Personal Car Set soon. You'll enjoy owning and driving a car so appropriate for your *personal* motoring needs. Parts and service available coast to coast.

TEST-DRIVE THE "MET" AT YOUR RAMBLER-METROPOLITAN DEALER

New From AMERICAN MOTORS, the 1961 American Beauty

Announcing the Comple



NEW RAMBLER AMERICAN Custom Two-Door Sedan, 125 horsepower. See the New Four-Door Sedan, too.

New Styling—Lower Costs

Your biggest costs in car ownership today are depreciation and service. Our 1961 Rambler American will greatly reduce these costs. As you can see, its clean modern lines will stay in fashion for years to come.

To slash high depreciation costs we will not change their appearance annually. This policy of styling stability will avoid making your 1961 model look obsolete in a few years.

Our Rambler Americans already are widely recognized for their service-free operation. On our new models, the world's first Ceramic-Armored Mufflers and Tailpipes are guaranteed against defect as long as the original purchaser owns his Rambler —one of 46 basic improvements that mean more service-free usefulness to the user.

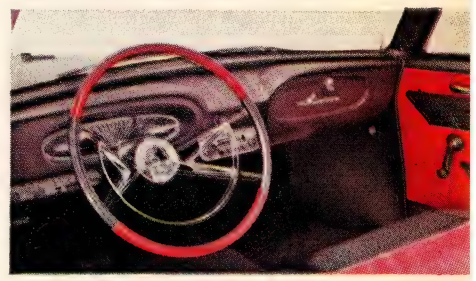
In addition, the new design gives 50% more luggage space, more glass area, yet is more compact, easier to park and garage.

Interior room for six adults is even more livable with such low cost options as Airliner Reclining Seats, Twin Travel Beds . . . new Weather-Eye Heating.

George Romney

President, American Motors Corporation

50% MORE TRUNK ROOM. Another benefit to you of the 1961 Rambler American's modern, functional styling—more usable luggage space.



ALL-NEW! The beautiful new instrument panel, new appointments and new interiors complement the most tasteful color schemes ever in an economy car.

AIRLINER RECLINING SEATS*. Both front seat backs now adjust to five positions, make Travel Beds. Individually adjustable sectional sofa front seats *, too.

tely New Rambler American !

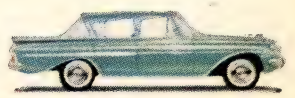
NEW THIS YEAR! Rambler American Four-Door Station Wagons. See the New Two-Door Wagon, too.

COMING SOON! Watch for the Rambler American Convertible . . . most agile of them all . . . and the quietest! *Only* compact convertible with rattleproof Single-Unit† construction.

Rambler Offers 3 Distinct Sizes of Compact Cars • World's Widest Choice of Models

1 **RAMBLER AMERICAN**— the Leading Economy Compact Car. 173.1" long. Top quality, top economy. 90 or 125 HP Six.

2 **RAMBLER CLASSIC 6 and V-8**— the All-Purpose Compact Car. 189.8" long. 127 or 138 HP Six. 200 or 215 HP V-8. Room for six 6-footers.



3 **AMBASSADOR V-8— by RAMBLER** — the High-Performance Luxury Compact. 199" long. 250 or 270 HP V-8.

Owner-Proved by 11 Years and 35 Billion Miles

'61 Rambler

**Optional at extra cost* *†Pioneered by American Motors*

THE NEW WORLD STANDARD OF BASIC EXCELLENCE

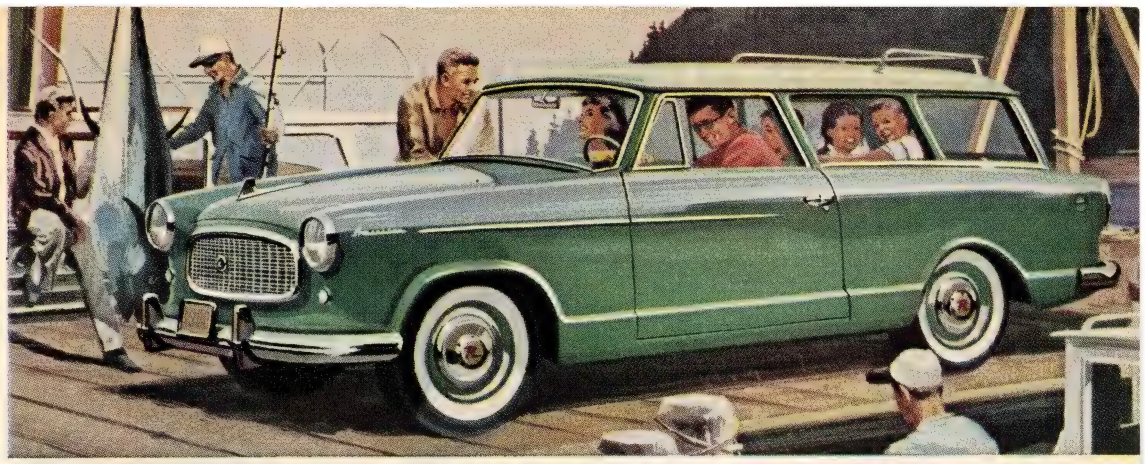
NOW FOR THE FIRST TIME

A new Rambler American Four-Door Sedan

Add four-door convenience to America's official economy champ and you've got the brand-new 1960 Rambler American four-door sedan. It's the happiest combination of glamor and thrift on the road . . . a roomy family sedan with easy entrance and comfortable headroom. Available with power steering, fully automatic transmission.

Get behind the wheel and discover the perfect balance of features that makes the 1960 Rambler the new standard of basic excellence. See why Rambler is the most imitated car in America. See the world's most complete line of compact cars—two and four-door sedans; two and four-door station wagons; glamorous hardtops and three-seat station wagons—at your Rambler dealer.

YOUR RAMBLER DOLLAR IS A BIGGER DOLLAR



NEW 1960 RAMBLER AMERICAN STATION WAGON. Most popular compact 2-door Wagon.

ECONOMY KING. Rambler American 2-door Sedan most M.P.G. in '59 Mobilgas Run.

RAMBLER FOR '60

Never before such visibility—more glass area all-round in the smart new Rambler Four-Door Hardtop. Available with Six or Rebel V-8 power.

NEW FROM AMERICAN MOTORS The modern luxury V·8–compact, high in performance

1961 AMBASSADOR V-8 Custom Four-Door Sedan.

ANNOUNCING THE NEW 1961 AMBASSADOR V-8 BY RAMBLER

WITH THE STRONGEST GUARANTEE IN AUTO HISTORY!

For 1961, the distinguished new Ambassador V-8 offers the one great luxury other fine cars deny you—the *modern* luxury of compactness.

George Romney

See luxurious room for six 6-footers combined with trim exterior size . . . your choice of 250 or 270 HP V-8 engines to give the high power-to-weight ratio that means top performance.

On all new Ramblers the warranty is extended to 12 months or 12,000 miles, whichever occurs first. The first Ceramic-Armored Muffler and Tailpipe are guaranteed against defect as long as the original buyer owns his Ambassador.

The world's first cushioned acoustical ceiling of molded fiber glass increases headroom, cuts road noise 30%.

Enjoy the luxury of individual sectional sofa front seats, reclining seat backs, headrests, Lock-O-Matic 4-door locks to keep children in . . . all at low cost.

Get every luxury, including compactness.

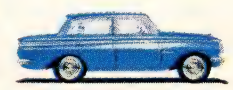
George Romney

President, American Motors Corporation

RAMBLER OFFERS 3 DISTINCT SIZES OF COMPACT CARS

World's Widest Choice of Models

1



RAMBLER AMERICAN—the Leading Economy Compact Car. 173.1" long. Top quality, top economy. 90 or 125 HP Six.

2

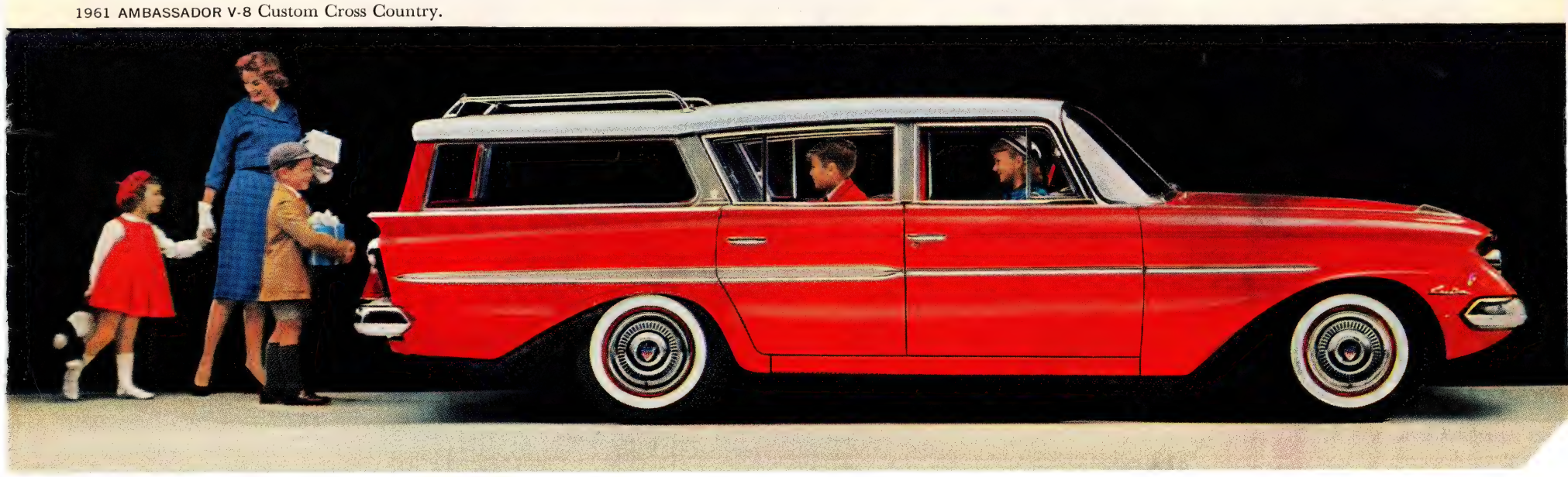
RAMBLER CLASSIC 6 and V-8—the All-Purpose Compact Car. 189.8" long. 127 or 138 HP Six. 200 or 215 HP V-8. Room for six 6-footers.

3

AMBASSADOR V-8 by Rambler—the High-Performance Luxury Compact. 199" long. 250 or 270 HP V-8.

OWNER-PROVED BY 11 YEARS AND 35 BILLION MILES...**RAMBLER**...THE NEW WORLD STANDARD OF BASIC EXCELLENCE

1961 AMBASSADOR V-8 Custom Cross Country.



VERY TRULY YOURS!

IMPORTED

METROPOLITAN *"1500"*

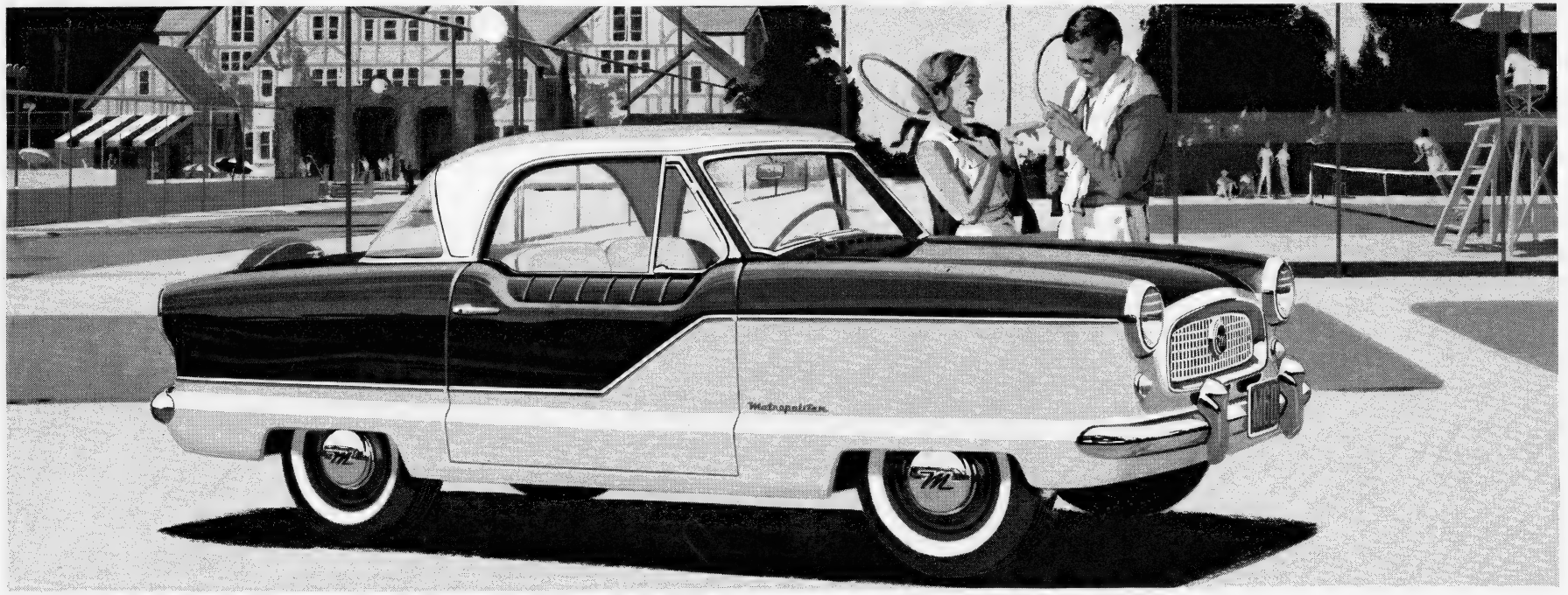
WORLD'S SMARTEST SMALLER CAR

Join the Personal Car set now! Drive the Metropolitan "1500"—the perky performer that offers *personalized* transportation for two people *plus*. Metropolitan's 50-inch hiproom is greater than that of many cars. And the occasional rear seat is ideal for smaller children, pets or packages. The peppy 55 H.P. engine gives you top economy and responsive performance . . . cruises easily at turnpike speeds.

Join the swing to Metropolitan today. You'll enjoy owning and driving the car designed for your *personal* motoring needs. Parts and service are available coast to coast.

TEST-DRIVE THE "MET" AT YOUR

RAMBLER-METROPOLITAN DEALER



AMERICAN MOTORS IMPORTED

Metropolitan *Light-Hearted Adventure for You!*

"1500"

Test drive a Met—*today!* Notice the comfort of the seats, the stretch-out room that suggests this small car was designed by a six-footer. Two people in a Met are as comfortable as they would be in an American-built luxury car.

Now, turn over the engine. See what 55 H.P. can do when teamed up with carefully distributed weight and cat-quick maneuverability. Clean, precise steering, too.

Now, head out on the highway. Traffic is heavy but you feel you belong. Here's enough power for any situation.

The Met is built for real comfort for two people. Of course, there's room for smaller children in the back seat (or pets or packages) to make it ideal for all your personal driving needs.

Wonderful car, the Met. A friendly car. A light-hearted car. See for yourself—test drive it today.

WAITING FOR YOU AT YOUR **RAMBLER-METROPOLITAN** *DEALER*

IMPORTED

Metropolitan "1500"

Personally Yours

WITH AMERICAN COMFORT
AND EUROPEAN ECONOMY

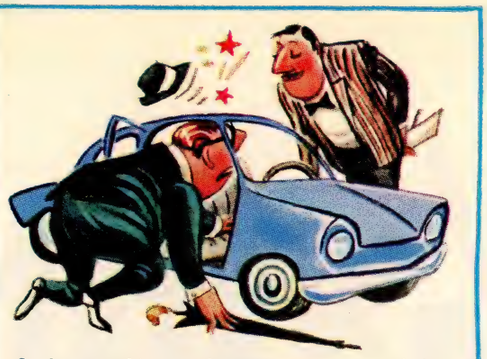
Metropolitan "1500"—ideal personal transportation for two people *plus!* U.S.-engineered to meet American standards of comfort and performance, and English-built to European standards of craftsmanship and economy.

American standards of comfort and performance—The 50-inch hiproom width is greater than many cars. Occasional rear seat is ideal for smaller children, pets or packages. The 55-H.P. engine delivers sparkling performance, easily cruises at turnpike speeds. You feel both safe and comfortable in the Metropolitan "1500".

European standards of economy and craftsmanship—The Met delivers more miles-per-gallon than American-built cars. Sturdy-built throughout with Single-Unit construction, and then Deep-Dip rust-proofed to ward off corrosion. Parts and service coast to coast. Yours in dashing hardtop or convertible.

TEST-DRIVE THE "MET" AT YOUR **RAMBLER-METROPOLITAN** *DEALER*

"Thunderation!" cried the weather man. "The 1960 prices of my '*low-priced*' car are high as a hurricane's eye, and it's as big as a blimp. I predict a sudden change."



So he cast his weather-eye over one of the new foreign-size U. S. cars, but ran smack into a low ceiling. "Run up the small craft warnings!" he cried. "It's a twister!"

Then, quick as lightning, this thought flashed through his mind: "What I need," said he, "is the only car with the Best of Both: big car room and comfort, small car economy and handling ease."

And there in the sun stood Rambler—backed by 10 years and 25 billion owner miles. "I see a surging sales tide," said he, "to the smartest Rambler ever."

He found Rambler's ride as gentle and quiet as a billowy cloud, parking a breeze. "And there's room inside for six big forecasters complete with high barometers," he said.

And thanks to Rambler savings on price, gas, and resale value, he wears a sunny smile with every mile he drives in his 1960 Rambler. You will, too. See Rambler soon.

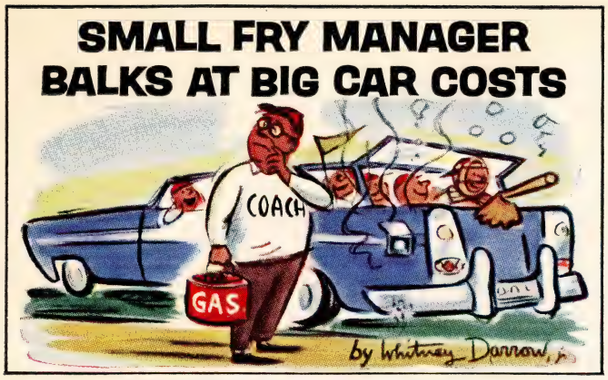
GO RAMBLER IN 1960

The New Standard of Basic Excellence

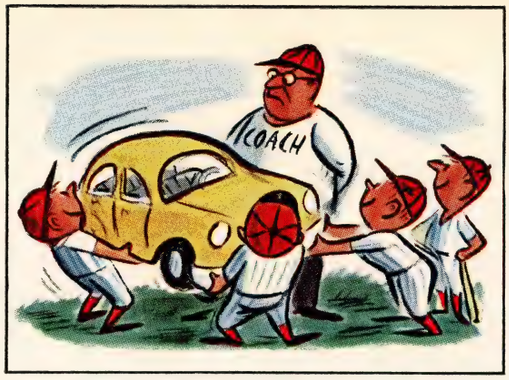
RAMBLER AMERICAN 2-DOOR SEDAN

Suggested delivered price at Kenosha, Wisconsin, for 2-door Deluxe sedan above. State and local taxes, if any, automatic transmission and optional equipment, extra. **$1795**

AMERICA'S MOST EXPERIENCED BUILDER OF COMPACT CARS... Rambler Custom 4-Door Country Club Hardtop—Six or Rebel V-8.



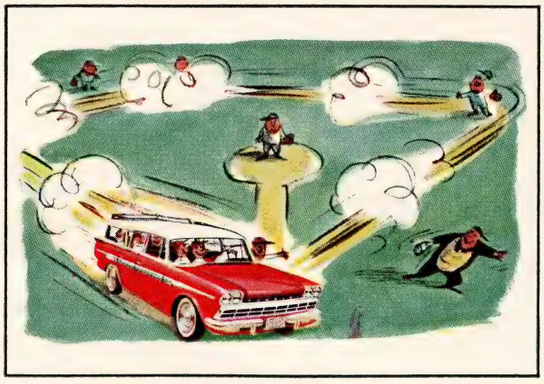
"Out again!" cried the manager. "This gas tank empties faster than a water bucket on a hot day in July. We'll never get to first base in the Youngster's League series if we don't get this bus on the road."



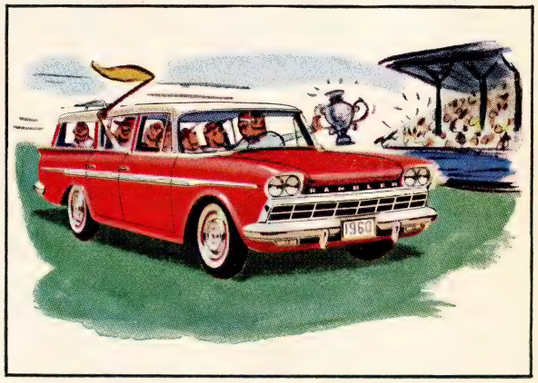
"Let's switch to a foreign-type U. S. car," said the boys. But again the manager balked. "The door's no taller than a 7-year-old shortstop," he said, "and you couldn't squeeze a bunt in that pint-sized trunk."

A friendly umpire settled everything: "Go Rambler," he roared. "Get the best of both: big car room and comfort, small car economy and handling ease. Even I can see it's the *smartest* new car."

So the squad hustled down to look at Rambler station wagons . . . saw one with 3 seats, 5 wide doors, plenty of room for the whole team inside, plus a rooftop travel rack for their gear (standard, no extra cost!).



"With all its inside room," said the manager, "Rambler corners better, slides easily into tightest parking spots." And Rambler, he noted, never *rattled* thanks to aircraft-type Single-Unit* construction.



Best of all, he saved plenty with America's triple-crown economy champ: lowest in price, tops in gas mileage, highest in resale value. Line up a drive in a Rambler . . . 6 or V-8 . . . at your Rambler dealer's.

RAMBLER—First to Understand and Meet America's New Motoring Needs

RAMBLER AMERICAN
Lowest-Priced U. S. Car
$1795

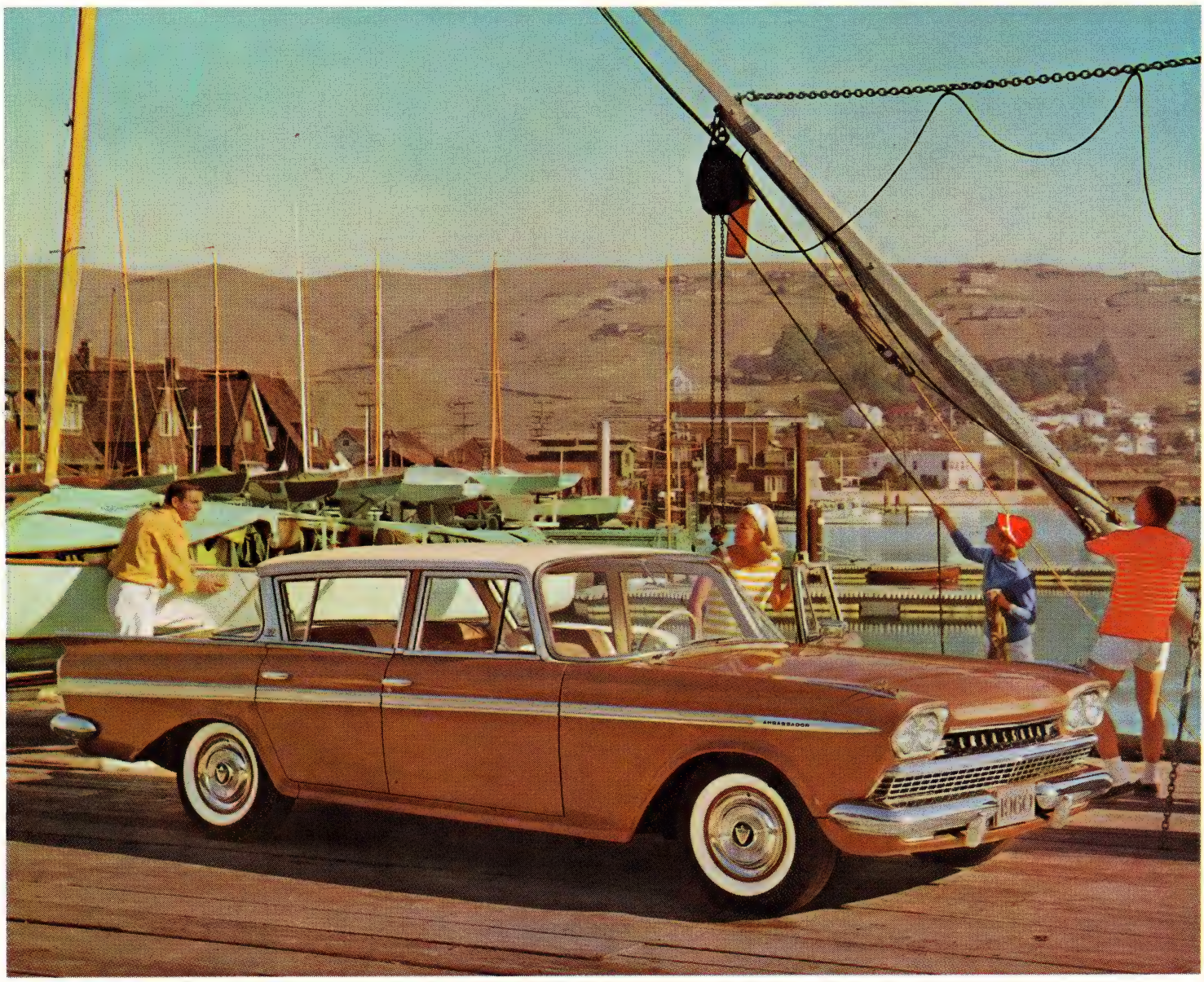
Manufacturer's suggested delivered price at Kenosha, Wis., for 2-Door Deluxe Sedan, above. State and local taxes, if any, automatic transmission and optional equipment, extra.

1960 RAMBLER CUSTOM CROSS COUNTRY STATION WAGON . . . 3 seats, 5 doors . . . backed by ten years' experience and 25 billion owner-driven miles. *Pioneered by American Motors

Needed: A luxurious, high-performance car that's not too big, bulky and hard to park.

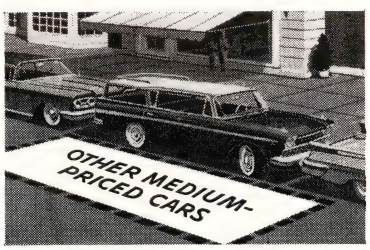
Answer: America's Compact luxury car

AMBASSADOR V-8

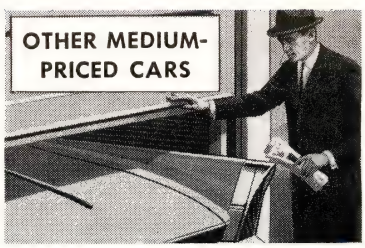


Compact cars are the biggest news in 30 years—and there's only *one* Compact* *luxury* car—Ambassador V-8 by Rambler—America's most experienced builder of Compact cars. Just 9 inches longer than the Rambler 6, the Ambassador V-8 outparks all other medium-priced cars, fits any garage. Get top 250 HP V-8 performance on regular grade gasoline. Get luxuries even highest-priced cars don't offer. Test-drive the Ambassador soon—finest car ever priced so close to the lowest. At your Rambler dealer's.

**Pioneered by American Motors*



Ambassador parks where others won't. Up to 2 ft. shorter than other medium-priced cars. Yet, six big adults ride in roomy comfort.



Garage won't hold today's longer, wider cars? Ambassador gives you room to spare; trims useless, power-robbing weight and bulk.

AMBASSADOR V-8

BY RAMBLER

The New Standard of Basic Excellence in Luxury Cars

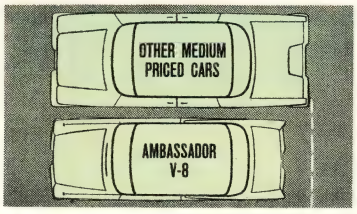
Want luxury that's easy to park?
Performance that's easy to pay for?

Meet the AMBASSADOR V-8

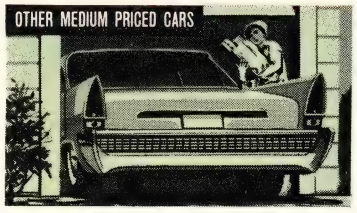
America's First and Finest Compact Luxury Car

Before you buy a big, expensive "medium-priced" car—for your own sake—compare it with America's *original* Compact Luxury Car. Ambassador is easier to park. It's just 9 inches longer than a Rambler 6.

Before you buy one of the new makes that claims to be a "compact luxury car," compare it with the 1960 Ambassador. Ambassador gives you top 250 HP performance, outstanding V-8 economy on regular grade gas . . . luxuries even highest priced cars don't offer . . . top resale. Drive it at your Rambler dealer's.



Easiest to park of all medium-priced cars, Ambassador slips into spaces even *low-priced* cars have to pass. Yet, you get big 6-passenger room.



Up to 2 ft. shorter than other medium-priced cars, Ambassador fits any garage with room to spare; room to open car doors wide.

AMBASSADOR V-8

BY RAMBLER

Finest Car Ever Priced So Close to the Lowest

Problem:

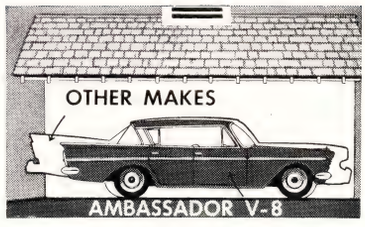
Must medium-priced car buyers be burdened with useless bulk?

Answer:

No! See the compact luxury car AMBASSADOR V-8

The compact luxury car—Ambassador for 1960—from the world's largest builder of Compact* cars, sets a new standard of basic excellence for medium-priced cars. Fresh new styling; greater maneuverability with less overall length. Thriftier, too—high-performance 250 HP V-8 engine thrives on regular gas. See why Ambassador is fastest-growing in popularity—highest in resale value of all medium-priced cars. Drive the finest car ever priced so close to the lowest—Ambassador V-8 for '60—at your Rambler dealer's. **Trademark American Motors*

Can't park the "giants"? Try Ambassador . . . only 9 inches longer than the Rambler Six . . . up to 2 ft. shorter than other medium-priced cars.



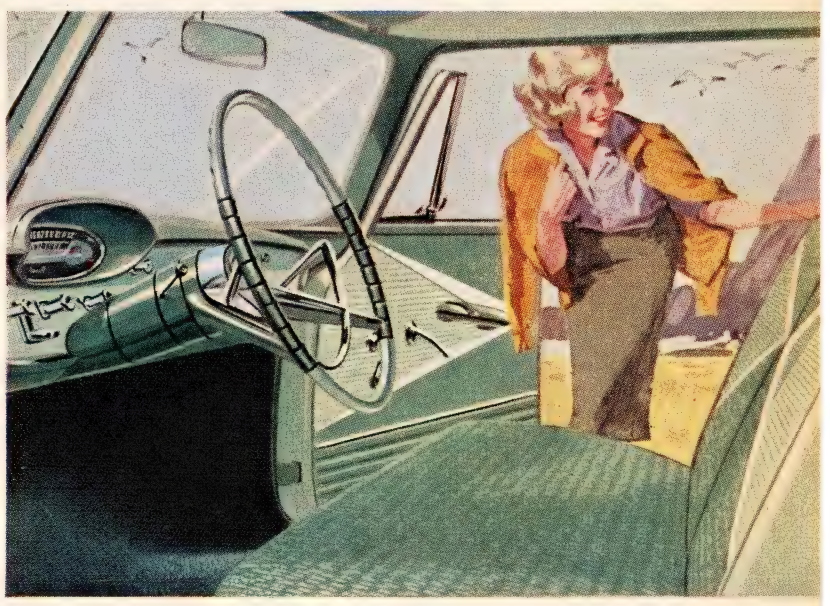
No power-wasting, garage-crowding excess bulk with Ambassador—shorter outside, with luxurious, stretch-out room inside for six.

AMBASSADOR V-8

BY RAMBLER

The New Standard of Basic Excellence in Luxury Cars

3 WIDE SEATS, 5 BIG DOORS—Lots of room for the biggest families. The tailgate is a fifth-door with positive outside key lock, so children can't open from inside. Rear passengers step in easily without having to scramble over tailgate or seats. Easier to load, too.



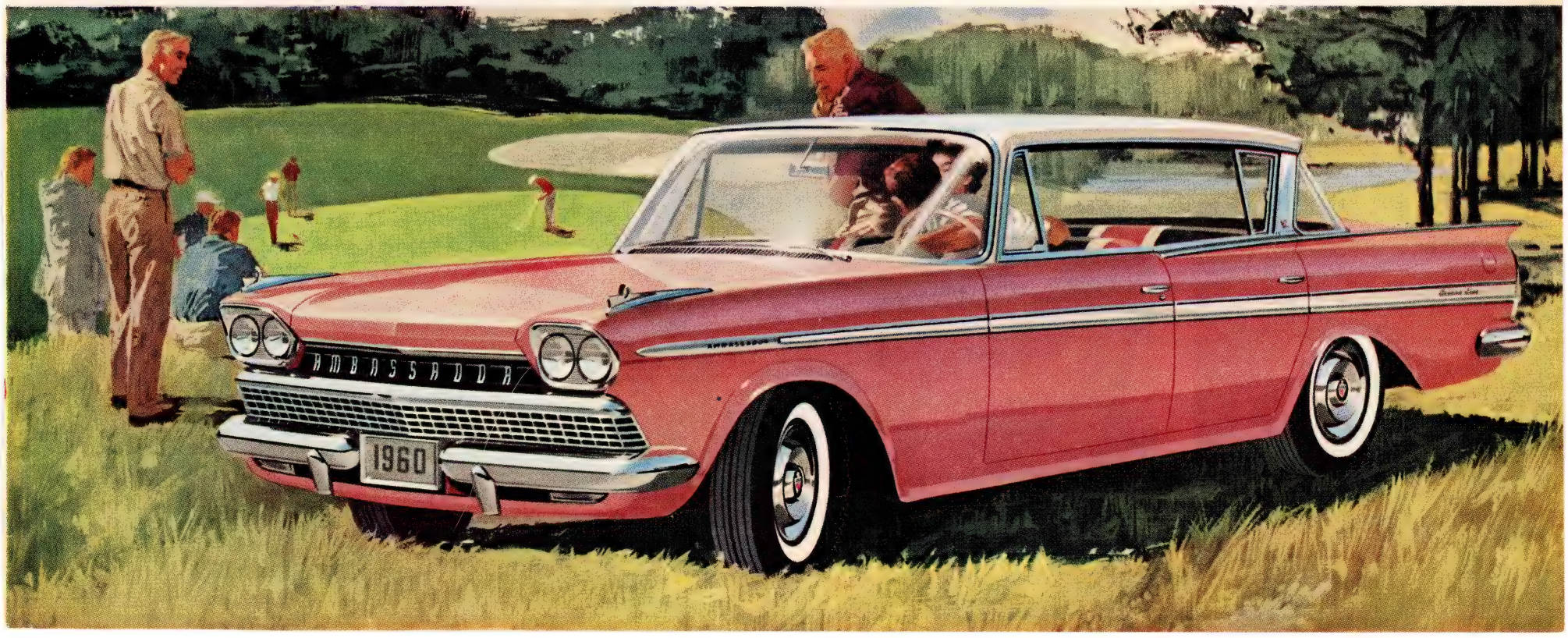
EASY TO ENTER. Rambler's high, wide doors let you *step* in, not *stoop* in. Interior is completely new for 1960—stunning new fabrics, colors. The new instrument panel is beautiful, too, and provides greater safety . . . easy-to-see dials and easy-to-reach controls.

At top right is the brilliant new Rambler Custom Four-Door Sedan for '60.

OF COMPACT CARS ANNOUNCES

NEW RAMBLER FOR '60

NEW 1960 AMBASSADOR V-8 BY RAMBLER—the compact luxury car in the medium price field offers new improved fuel economy on regular gasoline.



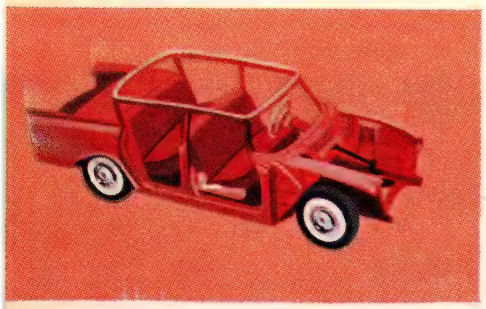
By popular demand **A BRAND-NEW RAMBLER AMERICAN 4-DOOR SEDAN FOR 1960.** The family sedan thousands of motorists asked for.

AMERICA'S MOST IMITATED CAR: COMPACT

Airliner Reclining Seats make a "nap couch" to rest children or tired adults.

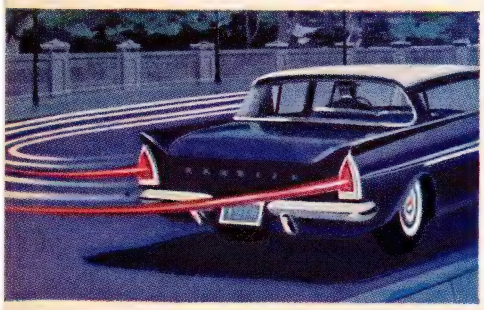
Personalized Comfort! Front seats glide back and forth individually. New headrests, too!

The New Standard of Basic Excellence
Brings You Balanced Value Through and Through

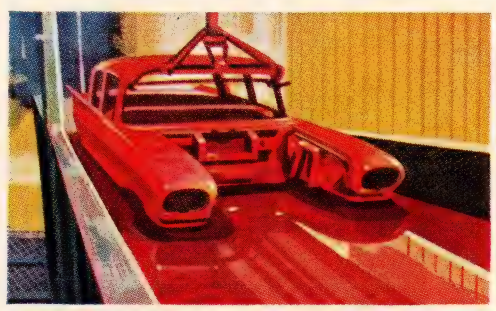


Airplane-Type Single Unit Construction*, rattleproof, lasts longer.

Most Miles Per Gallon Awards and trophies! Other cars "talk" economy, Rambler proves it.



Easier Handling. Rambler makes U-turns up to 5 feet smaller than most cars.

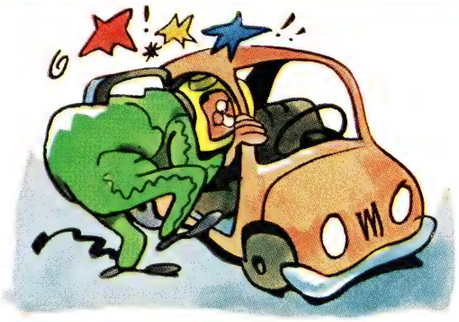


Deep-Dip* rustproofing resists rust better, longer. Another Rambler "First" that means higher resale.

**Trademark American Motors*

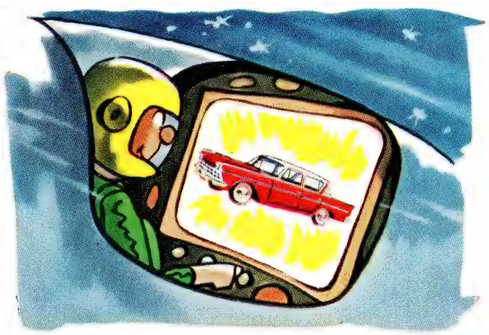
NEW 1960 RAMBLER COUNTRY CLUB HARDTOP.

"Take that, you gas-burning space-waster!" cried the astronaut as he blasted his big old car. "I'm bringing my car costs down to earth with a modern, smaller car."



But when the high-flying spaceman tried to crawl in one of the new small, foreign-type U. S. cars, he found himself grounded by a low ceiling. "My stars," said he, "I'm not losing my head over a knee-high car."

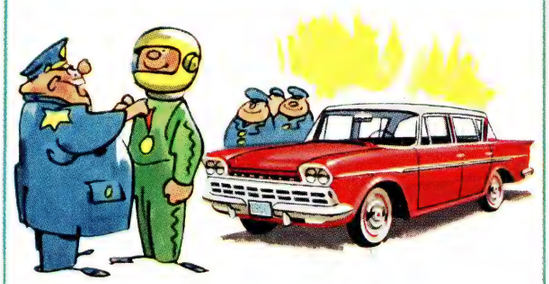
Then one day, on his outer-space intercom, this message came through: "Go Rambler for 1960," it said, "get the only car that gives you the best of both—big car room and comfort, small car economy and handling ease."



So he locked his radar in on Rambler—America's smartest Compact* car—with a 20-year head start in aircraft-type Single Unit Construction* and proved performance over 25 billion owner-driven miles.

Trademark American Motors

One test spin had him convinced that Rambler was tops in maneuverability, parkability, roadability . . . with headroom and legroom for six big space pilots with parachutes. He liked new Rambler styling, too, and Rambler's individually adjustable front seats.



And, of course, Rambler took top economy honors: on price, resale value, and gas mileage: topped all cars in miles per gallon in the Mobilgas Economy Run, recently set two new NASCAR coast-to-coast economy marks. See Rambler now . . . and *save!*

GO RAMBLER FOR 1960

The New Standard of Basic Excellence

Suggested delivered price, Kenosha, Wisconsin, for 1960 Rambler American 2-door sedan (illustrated above). State and local taxes, if any, automatic transmission and optional equipment, extra. **$1795**

FROM THE WORLD'S LARGEST BUILDER OF COMPACT CARS...1960 Rambler Custom Cross Country 3 Seat Wagon (*foreground*) and 1960 Rambler Custom 4-Door Sedan (*at left*).

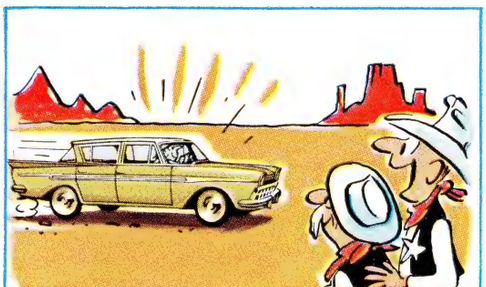
SHERIFF NABS NOTORIOUS TANK ROBBER

"Shucks, sheriff," the deputy cried. "We lose more bandits this-away. Either your big old car runs out of gas, or it's too wide for the pass. Reckon we better change?" "Yup," said the sheriff.

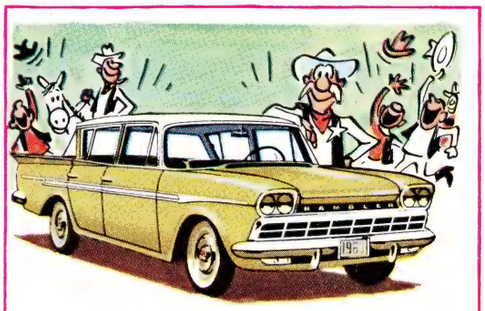
So they slipped through the pass and cornered the bandits. "Reckon Rambler is easiest to handle in tight spots," said the deputy. "Never rattles thanks to Single-Unit* construction." "Yup," said the sheriff.

Suddenly they were surrounded by an Indian: "How," said he, "about-um new foreign-type U. S. car?" "Reckon we'd flatten our 20-gallon hats tryin' to get in them pint-size doors," said the deputy. "Yup," said the sheriff.

Away they went—sheriff, deputy and four 6-foot bandits—with hatroom, holster room, bootroom for all. "Rambler's the biggest star since Texas," said the deputy. "Yup," said you-know-who.



Then, in a cloud of dust, with the speed of light, came a lone Rambler, with big car room and comfort, small car economy and handling ease. "Reckon we're rescued!" said the deputy. "Yup," said the sheriff.



And in no time at all, the sheriff won the West in his 1960 Rambler—saved hundreds of dollars on price, gas, and resale value, too. Reckon you can do likewise. Why not mosey in to your Rambler dealer's this week?

*Pioneered by American Motors

RAMBLER — First to understand and meet America's new motoring needs

RAMBLER AMERICAN

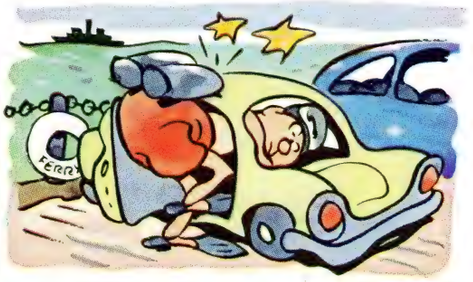
$1795

Manufacturer's suggested delivered price at Kenosha, Wisc., for 2-Door Deluxe Sedan, at left. State and local taxes, if any, optional equipment, extra.

1960 RAMBLER CUSTOM 4-DOOR HARDTOP . . . 6 or V-8. Backed by 10 years and 25 billion miles.

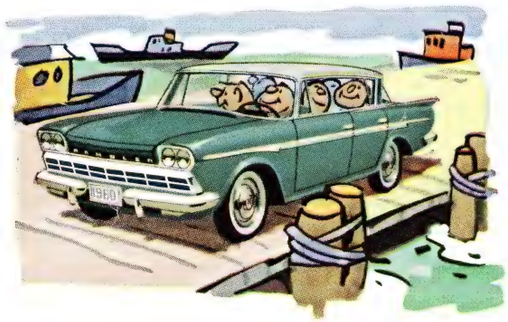
SKIN DIVER FINDS HIDDEN TREASURE by Jay

"Down you go, you gas-greedy pirate!" the skin diver said. "I'm fed up with whale-size cars. I want a car I can park . . . a car that fits in my garage."

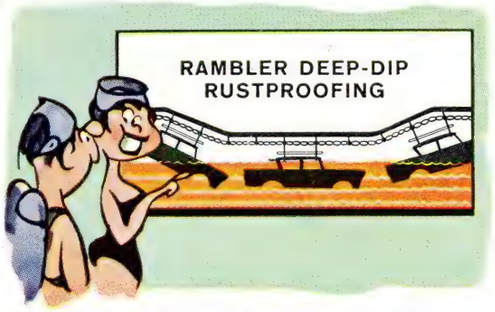


So he hitched a ride on a passing ferryboat and looked over the new cars aboard. "These little foreign-type U. S. cars, with 'stoop-over' styling, give me the bends."

Meanwhile, back on the dock, a revolution had taken place. America discovered Rambler, with the best of both: big car room and comfort, small car economy and handling ease.



One quick cruise convinced him that Rambler was easiest to turn, park and pilot through traffic. Yet there was room inside for six big frogmen.



Beneath the surface, he found what Rambler owners treasure most—quality features like Single-Unit* construction and Deep-Dip* rustproofing.

*Pioneered by American Motors

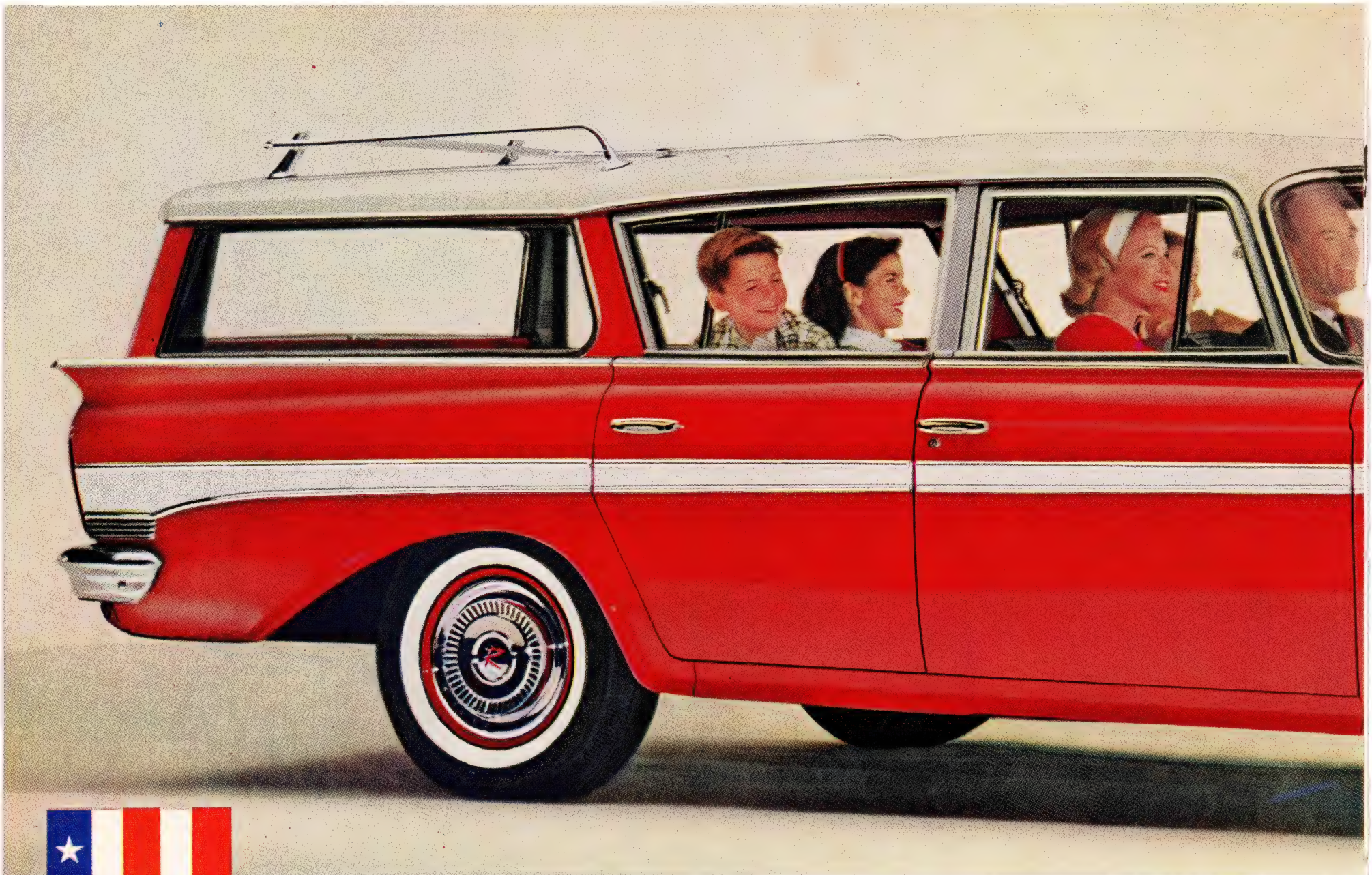
Now he's really in the swim with his beautiful new 1960 Rambler. He saves hundreds of dollars a year on first cost, gas mileage and resale value. See your Rambler dealer.

RAMBLER – the New Standard of Basic Excellence

RAMBLER AMERICAN
TOP QUALITY–LOWEST PRICE
$1795

Manufacturer's suggested delivered price at Kenosha, Wisconsin, for 2-Door Deluxe Sedan, at right. State and local taxes, if any, optional equipment, extra.

RAMBLER CROSS COUNTRY...2 OR 3 SEAT...6 OR V-8. Backed by 10 years and 25 billion owner-driven miles.



NEW FROM AMERICAN MOTORS

Announcing the New 19

New 6! First U.S. die-cast aluminum engine... New! First guaranteed

STRONGEST GUARANTEE IN AUTO HISTORY!

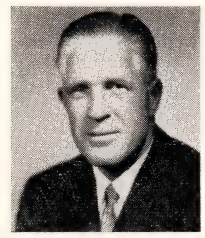
1. Muffler and tailpipe are guaranteed against defect for the life of the car while the original buyer owns it.

2. On all new Ramblers the warranty is extended to 12 months or 12,000 miles, whichever occurs first.

NEW! 5 DOORS standard on 3-seat station wagons, optional at low extra cost on 2-seat station wagons. Easiest to step into, easiest to load.

Never before in a single year have we made so many important improvements in this popular Rambler.

Even the name is new. We call it the Rambler Classic from the definition: "*Classic* —Any work that is regarded as a standard of excellence." It has become the standard of excellence, with nine U.S. imitators.



For the first time in a U. S. car, the Rambler Classic 6 offers an engine block die-cast of aluminum* under enormous pressure, to near-flawless perfection not possible before. Highest in quality, lighter by far—it gives easier steering, better performance and economy.

The world's first Ceramic-Armored Muffler and Tailpipe are guaranteed against defect as long as the original buyer owns his Rambler.

The world's first cushioned acoustical ceiling of molded fiber glass increases headroom, cuts road noise 30%. New low-cost Lock-O-Matic system locks all doors to keep children in, intruders out. I invite you to see the 1961 Rambler Classic soon.

George Romney

President, American Motors Corporation

*Standard in Custom models, optional extra on all others.

1961 RAMBLER CLASSIC Custom Cross Country, 6 or V-8.

61 Rambler Classic 6 or V-8

Ceramic-Armored Muffler... New! First acoustical ceiling of molded fiber glass

1961 RAMBLER CLASSIC Custom Four-Door Sedan, 6 or V-8.

RAMBLER OFFERS THREE DISTINCT SIZES OF COMPACT CARS

WORLD'S WIDEST CHOICE OF MODELS

1

RAMBLER AMERICAN—the Leading Economy Compact Car. 173.1" long. Top quality, top economy. 90 or 125 HP Six.

2

RAMBLER CLASSIC 6 and V-8—the All-Purpose Compact Car. 189.8" long. 127 or 138 HP Six. 200 or 215 HP V-8. Room for six 6-footers.

3

AMBASSADOR V-8 by RAMBLER—the High-Performance Luxury Compact. 199" long. 250 or 270 HP V-8.

Owner-proved by 11 years and 35 billion miles

'61 Rambler

THE NEW WORLD STANDARD OF BASIC EXCELLENCE

Beautiful new Rambler American Deluxe 2-Door Sedan, above, is America's lowest priced car.

Rambler Excellence

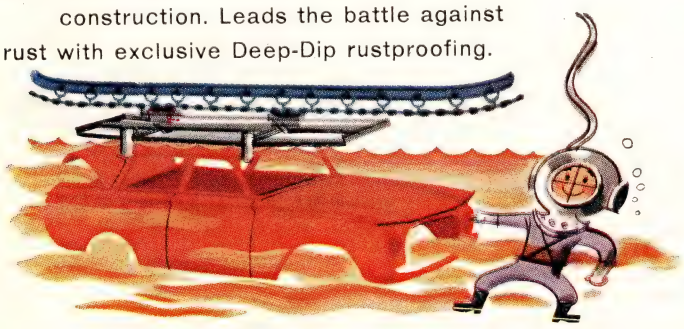
gives you top quality - at lowest price

50% more trunk room in sedans, 23% more cargo space in wagons, result of smart styling for function, not frills.

Unchallenged economy king. Rambler American Custom won Compact Class and highest gas mileage honors in 1960 Mobilgas Economy Run.

Most livable interiors. Individual sectional sofa front seats, reclining seat backs to make Travel Beds (optional extra).

Rambler started the trend to compact cars and rattleproof Single-Unit construction. Leads the battle against rust with exclusive Deep-Dip rustproofing.



World's First! New Ceramic-Armored muffler or tailpipe will be repaired or replaced without charge by a Rambler dealer, if it is defective in materials or workmanship, for life of car while original buyer owns it.

Styling continuity that avoids "annual styling obsolescence" keeps Rambler resale value officially, consistently high.

New for '61! Rambler American 4-Door Wagon

The New World Standard of Basic Excellence

Rambler

Three Rambler Sizes to Meet Every Purpose—and Help Every Purse

Ask Your Rambler Dealer About

PAYMENTS TO RAMBLER BUYERS AS SALES INCREASE

Tens of thousands of Rambler and Metropolitan buyers already have received U. S. Savings Bonds in American Motors' revolutionary Customer Progress Sharing Program as Rambler sales soar. Total payments, December-March inclusive, can reach $24,930,750 (maturity value). See your Rambler Dealer for details.

Rambler Classic 6 or V-8 Custom 4-Door Sedan

Before you buy any '61 car, look into the important differences...

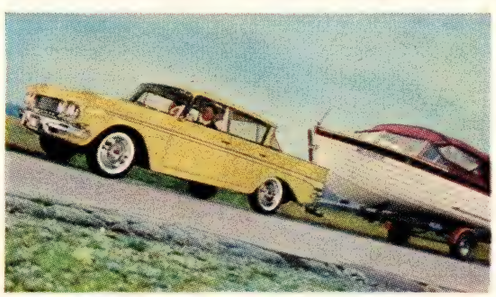
Look Into Rambler Excellence

Think all '61 cars are "hat crushers"?

Giving up "GO" and still not getting Rambler economy?

Need knee room when your wife drives?

The Rambler Classic, 30% quieter with the first cushioned acoustical ceiling of molded fiber glass, has more headroom than any other low-priced car—up to 2.7" more in front.



Only Rambler gives you the best of both—big-car performance, compact-car economy. First U. S. die-cast aluminum 6 engine block improves performance, handling ease.

Sectional Sofa Front Seats glide forward or back individually. Each of you has exactly the knee room you want. Seats recline, too. A low-cost option, typical of Rambler Excellence.

Why pay more than Rambler prices?
(AMERICA'S LOWEST)

RAMBLER AMERICAN

$1845

Top Quality At Lowest Price

Manufacturer's suggested delivered price at Kenosha, Wisconsin, for Rambler American Deluxe 2-Door Sedan, left. State and local taxes, if any, white walls, other optional equipment, extra.

Ask Your Rambler Dealer About

PAYMENTS TO RAMBLER BUYERS AS SALES INCREASE

Tens of thousands of Rambler buyers already have received U.S. Savings Bonds! Get $25, $50, $75, $100, $125 (maturity value) in bonds as sales rise 10% to 50%.

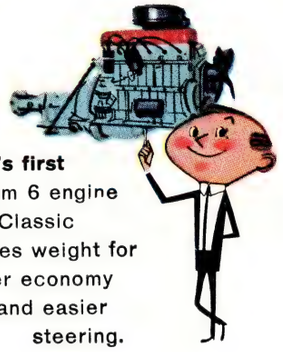
Rambler Classic Cross Country Wagon. Available with 2 seats or 3 seats; 4 doors or 5 doors.

Why no big car...no other compact car can match **Rambler Excellence**

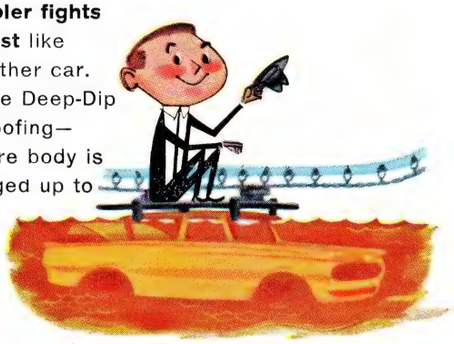
World's First! New Ceramic-Armored muffler or tailpipe will be repaired or replaced without charge by a Rambler dealer, if it is defective in materials or workmanship, for life of car while original buyer owns it.

30% quieter. First cushioned acoustical ceiling of molded fiber glass adds headroom, cuts noise. (Rambler Classic and Ambassador)

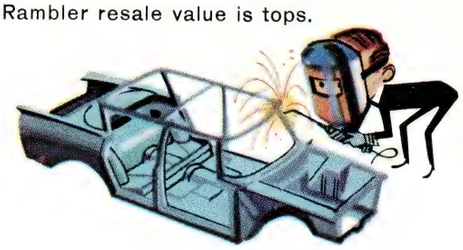
America's first die-cast aluminum 6 engine block on Classic Custom saves weight for better economy and easier steering.



Rambler fights rust like no other car. Exclusive Deep-Dip rustproofing—entire body is submerged up to roof.



Stronger, safer! Rambler's Single-Unit construction means body-frame is a solid welded unit—not bolted—is lastingly rattleproof. Another big reason why Rambler resale value is tops.

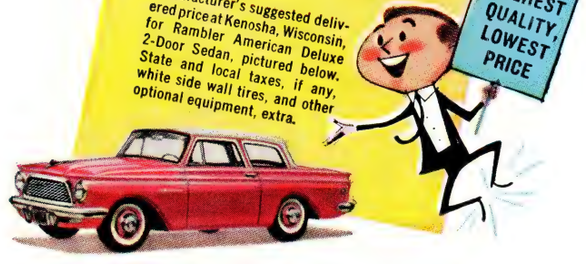


The car that started the compact trend!

And Rambler prices start at

$1845

Manufacturer's suggested delivered price at Kenosha, Wisconsin, for Rambler American Deluxe 2-Door Sedan, pictured below. State and local taxes, if any, white side wall tires, and other optional equipment, extra.



The New World Standard of Basic Excellence

RAMBLER

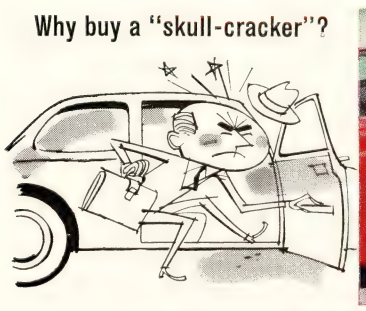
Three Rambler Sizes to Meet Every Purpose—and Help Every Purse

Rambler American Custom 4-Door Wagon, one of 13 models—convertible, 2- and 4-door wagons, sedans.

Why chance an unproved car? Why settle for less than

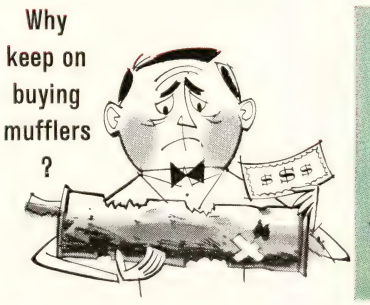
RAMBLER EXCELLENCE

Why buy a "skull-cracker"?



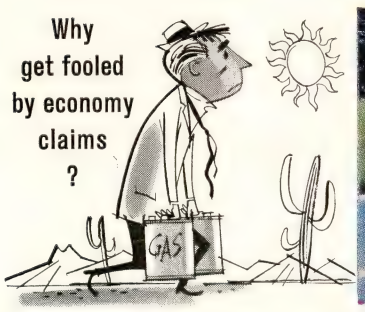
Easy, Graceful Entry, Exit. Rambler's high, wide doors on all models let you *step* in, not *stoop* in. More headroom than most big cars. Leg room and seat room for a family of six in beautiful new interiors.

Why keep on buying mufflers ?



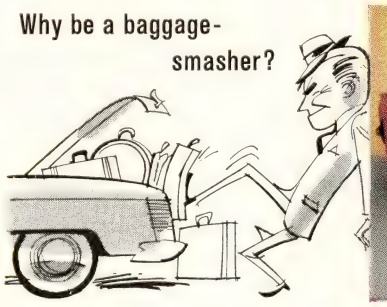
Goodbye Rust. Ceramic-Armored muffler or tailpipe will be repaired or replaced without charge by Rambler dealer, if defective in materials or workmanship, *for life of car while original buyer owns it.*

Why get fooled by economy claims ?



Rambler American has won more 1st place trophies in major economy contests than all other U. S. compact cars combined. What's more, Ramblers have *proved* lowest upkeep and top resale value.

Why be a baggage-smasher?



50% More Luggage Space in Rambler American sedans, 23% more cargo room in wagons for '61, plenty of room for the family's vacation gear. Low sill makes it easy to load heavy objects without strain.

Why pay more than Rambler price? Ask your neighbor about his Rambler. You'll know why Ramblers are voted most trouble-free in all surveys, why Rambler owners are most loyal, why Rambler resale value is tops. It's not smart to buy any size car until you see Rambler—three sizes to serve your needs better—to save your budget more.

$1845

RAMBLER AMERICAN
TOP QUALITY, LOWEST PRICE

Manufacturer's suggested delivered price at Kenosha, Wisconsin, for Rambler American Deluxe 2-Door Sedan, pictured at left. State and local taxes, if any, white walls, and other optional equipment, extra.

Can a big-car owner feel

By GEORGE ROMNEY
President, American Motors Corporation

Yes. In just one. The Rambler Classic.

Start with headroom. As the diagram at right shows, the Rambler Classic has more headroom than Ford, Chevrolet or Plymouth—even more than Cadillac. The Classic has high, wide doors for easiest entry and exit. Plenty of room for six big 6-footers.

Then, take performance. The Rambler Classic Six gives you more power-per-pound than any Six in the old "low-priced" field.

Take riding comfort. Rambler Classic has Deep-Coil Springs, on four wheels, not just two. Single-Unit construction is rattle-free, shake-free. Cushioned Acoustical ceiling of molded fiber glass cuts traffic noise 30%.

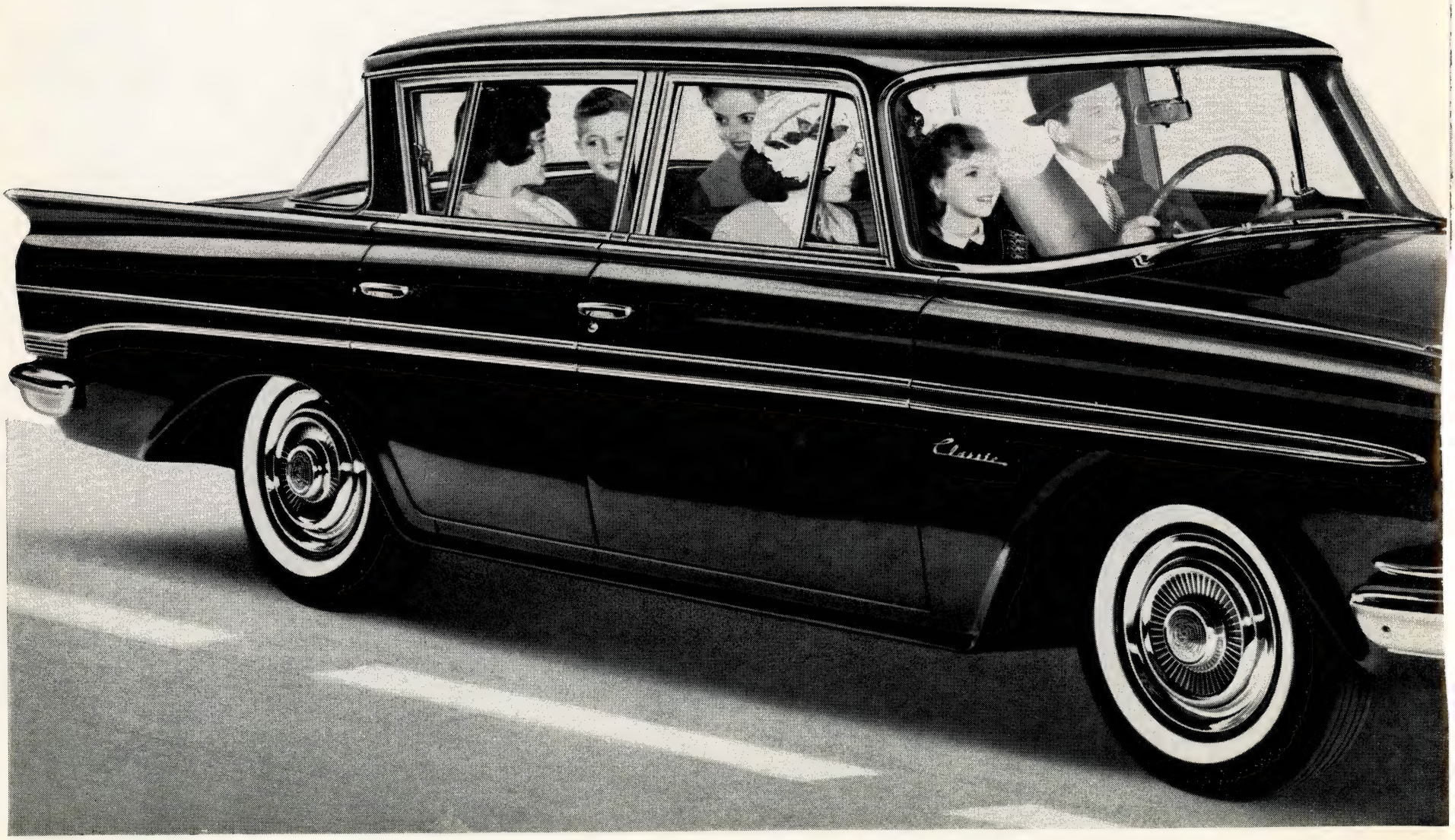
The Rambler Classic gives six passengers more room—up to 6.2 inches more total hip room (front plus rear)—than Falcon, Comet, Corvair or Valiant—up to 7.8 inches more total shoulder room—differences that mean genuine adequate comfort for six adults.

Don't, for your own sake, confuse the above-mentioned small compacts with the Rambler Classic. There is simply no comparison—in room, comfort or performance.

We build a small compact, too—the Rambler American. All small compacts except Rambler American charge extra for bumper guards. Some have no glove box lock or cigarette lighter. Some use fiberboard where Rambler uses steel—little 13-inch tires instead of 15-inch tires.

Try this for size and performance **RAMBLER**

The only all-purpose compact.....



"at home" in a compact?

(If you want the best small, economy compact—see the Rambler American Custom which beat Falcon, Corvair and all other entries three times straight in major economy events.)

But, if you want genuine 6-passenger room, genuine big-car performance, plus the decided advantage of compact car economy and handling, ask your neighbor about his Rambler Classic. He'll tell you it's better than the big cars and the best of the compacts.

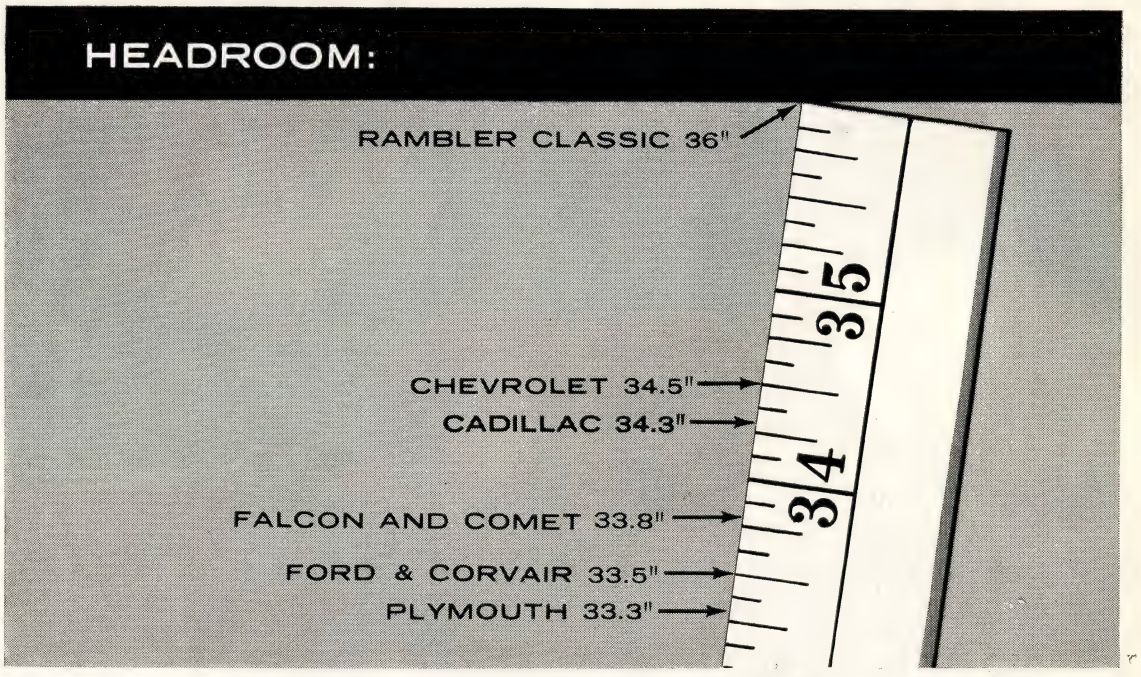
George Romney

CLASSIC

...America's 1st middle-sized car

Want *real* quality? Car Life magazine, April, 1961, says: "With the exception of the Lincoln Continental, it's the only car we've had in our possession (this year) that didn't have something wrong with it requiring dealer service of such a nature that closer quality control at the factory would have made said service unnecessary." No wonder Rambler is voted America's most trouble-free car by owners. See your Rambler dealer.

"Yardstick test proves Rambler Classic has more front seat headroom than any 'Big 3' make, including the highest priced."



All comparisons taken from Official Automobile Manufacturers' Association Specifications which require headroom measurements to be taken 5 inches forward of seat back, 15 inches from center line at an angle 6° from the vertical.

Rambler Classic, Six or V-8 . . . the only compact for six 6-footers.

Rambler

World standard of compact car excellence

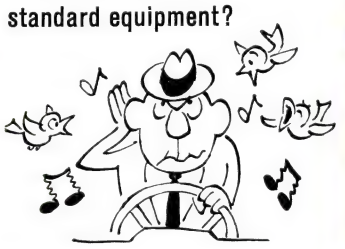
All New! A Convertible with Rambler Excellence

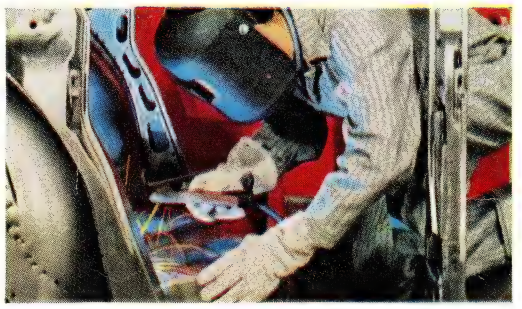
AMERICA'S NEWEST, SPORTIEST, LOWEST PRICED!

Why just hope for economy?

Proved Economy King. Rambler American Custom with overdrive beat Falcon, Corvair, all other competition, in 1961's biggest, toughest economy contest. *That's Rambler Excellence.*

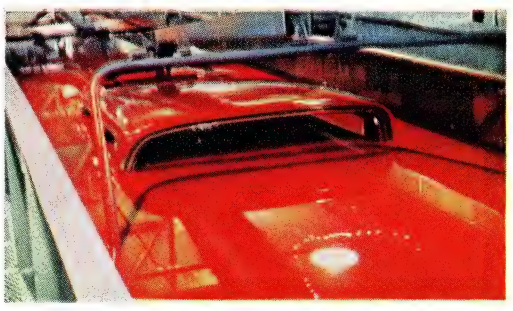
Think squeaks are standard equipment?





So quiet, you won't believe it's a convertible. Rambler American is the *only* U.S. compact convertible with rattle-free, all-welded Single-Unit construction. *That's Rambler Excellence.*

Rust busting out all over?



Greatest rust fighter is Rambler's Deep-Dip rustproofing—with entire body immersed right up to the roof in rustproofing compound for longer protection against rust. *That's Rambler Excellence.*

Leaving vacation gear behind?

50% bigger trunk in Rambler American sedans for 1961. Take all your vacation luggage. Convertible has far more luggage space than any other compact convertible. *That's Rambler Excellence.*

Pay $478 less for this convertible

It's true. Rambler American costs at least $478 * less than the lowest-priced Ford or Chevy 6-cylinder convertible. Beautiful new styling.

**Price comparisons based on manufacturers' suggested factory-delivered prices.*

Rambler

World Standard of Compact Car Excellence

Rambler American "400"—equipped with Champions—wins Class "A" in the Mobil Economy Run, delivering the best gas mileage of any car in any class!

For top economy and performance,
twice as many car manufacturers the world
over (including Rambler) specify
new silvery-plated Champion spark plugs.
Why settle for less in <u>your</u> car?

CHAMPION

It streaked through the
blur of insane motion.
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lesperately for control;
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had reached for too
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there was no escape
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no safe ejection at
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How Rambler set records in showroom traffic and sales

"A sound promotion idea and READER'S DIGEST brought our dealers from coast to coast more showroom traffic than they had ever seen before," says American Motors' Director of Marketing, Fred W. Adams. "Rambler quality and our fine dealers did the rest to set new sales records.

"To announce our '$500,000 Gift Giveaway,' we made our biggest investment in The Digest, used a weekly magazine, and made mailings to over three million car owners. Ads and mailings included entry cards.

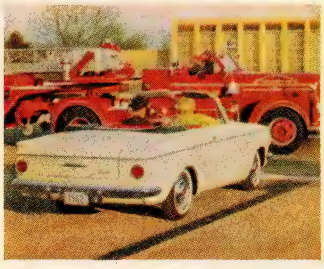
"*The Digest made this promotion the great success it was,* producing entries at *the lowest cost* and outdrawing our other efforts *combined.* Traffic from The Digest ad started with a bang, then swelled week by week. Example: A single dealer in the southwest had over 2,400 Digest subscribers visit his showroom, 900 in the fourth week after The Digest ad appeared!"

People have faith in Reader's Digest. U.S. circulation more than 13,300,000.

CONSUMER PROGRESS SHARING REPORT FROM RAMBLER

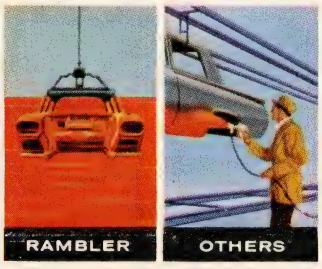
1962 Rambler Classic Six "400" Sedan

STOPS SAFER



New Double-Safety Brake System, standard on all '62 Ramblers. Tandem master cylinders, with 2 hydraulic systems—one for front, other for rear. If one fails, other still works. Self-adjusting brakes, too.

LASTS LONGER

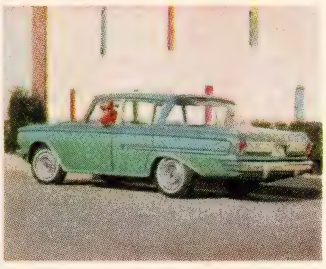


Every Rambler body gets 9-step rustproofing, including up-to-the-roof Deep-Dip (most cars only spray on rustproofing). New zinc-plated rocker panels. No wonder Rambler is tops for long, trouble-free life!

BUILT BETTER

All-welded Single-Unit construction—pioneered by American Motors over 22 years ago and constantly improved—is stronger, longer lasting, rattle-free. Massive box girders completely surround passengers.

PRICED LOWER



Rambler's low prices stay low for '62, yet comfort, safety, luxury are increased—including even higher performance in the Ambassador V-8. Proved top economy, top resale value mean big savings for years.

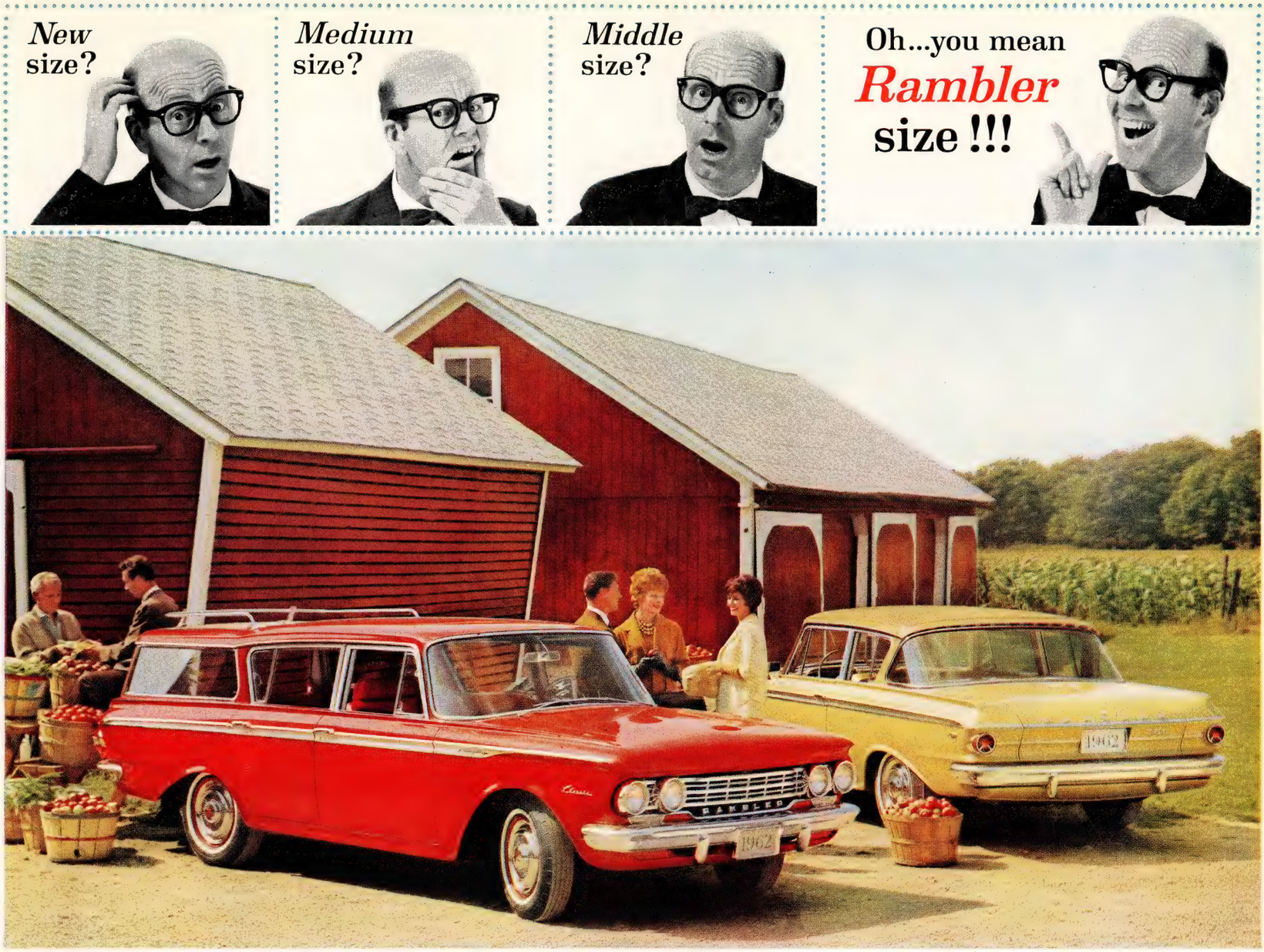
102 ways better—all prices really low

—obviously America's top value!

TAKE A DISCOVERY DRIVE IN

Rambler

WORLD STANDARD OF COMPACT CAR EXCELLENCE



1962 Rambler Classic, the all-purpose compact for six 6-footers—2-Door Sedan is brand-new this year

Why buy Rambler size *without* Rambler quality?

See the only proved and *im*proved *right* size car...

RAMBLER FOR 1962!

EXCLUSIVE NEW LOUNGE-TILT SEAT

Adjust knee-height hydraulically for most comfortable leg support. Adjust leg room, seat-back angle individually. Adjustable safety headrests, too. All optional at low-cost.

Imitators are still trying to copy Rambler.

This year, they are trying to copy the Rambler Classic size—the size that holds six 6-footers in full comfort.

They may imitate the Classic's size, but they can't match its built-in quality—proved and improved for over 11 years. Exclusive Deep-Dip rustproofing. Single-Unit construction with over 10,000 welds. Ceramic-Armored muffler and tailpipe. Acoustical ceiling of molded fiber glass.

PROGRESS SHARING IN ACTION

102 Advances! Prices lowered as much as $230*! This is fact. Thanks to American Motors' policy of sharing progress with customers, there are more than 100 improvements in 1962 Ramblers, yet prices are lower on every model. As much as $230 less than 1961 prices. You get a much better car for much less money.

Many improvements are major.

For example: The new Double-Safety Brake System with tandem master cylinders—front and rear brake systems are separate. Standard on all '62 Ramblers. And, brakes are self-adjusting.

Chassis lubrication lasts 33 times longer. Twice as long between engine oil changes. Dowgard Full-Fill engine coolant good for 2 years, low cost. New Road Command Suspension for easier steering, more stability, smoother ride.

See your Rambler dealer now.

*Based on Rambler's suggested factory-delivered prices, 1962 vs. 1961.

RAMBLER—WORLD STANDARD OF COMPACT CAR EXCELLENCE

1962 Rambler American "400" Four-Door Station Wagon. Superb appointments, 125 HP Overhead Valve Six.

Fun-packed...Value-packed...Compact!

No wonder Rambler's success keeps soaring

In just four years, Rambler sales have increased more than 400%—this in the face of constantly increasing competition.

Two years ago, there were just three compact entries from the biggest companies—all economy compacts like the Rambler American. Now there are 10, including the two latest in the Rambler Classic size.

Yet, Rambler's success continues to soar. What is the reason?

People want value

And they see that Rambler is an obviously better value in product and price.

102 Improvements . . . All Prices Lower

Beneath the fresh functional styling, the 1962 Rambler gives you many, many major improvements. Yet all Rambler models are priced lower than last year.

You enjoy greater braking safety than ever before with new Double-Safety Brake System. Two hydraulic braking systems. Self-adjusting brakes.

You have utterly new cornering, ride and steering control with new Road Command Suspension on Classic and Ambassador V-8, 33,000 miles between chassis lubrications. Other service-free facts: 2-year battery, low-cost 2-year engine coolant. 4,000-mile normal engine oil changes. Deep-Dip Rust-proofing. Ceramic-Armored muffler.

You can adjust knee height, leg room and seat-back angle with exclusive new optional Lounge-Tilt Seat.

On Rambler American you can have a new E-Stick Transmission—no-clutch-pedal driving at about ⅓ the usual cost—plus stick-shift economy.

See how Rambler shares progress with consumers to give you an obviously better value for your money.

Rambler

WORLD STANDARD OF COMPACT CAR EXCELLENCE

EXCLUSIVE NEW LOUNGE-TILT SEAT
Adjust knee-height hydraulically.
Adjust leg room individually.
Adjust seat-back angle.
Headrests. Low-cost options.

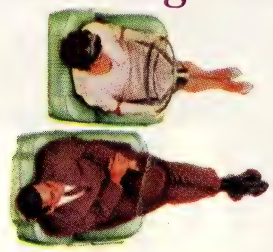
ANNOUNCING A NEW WORLD OF COMFORT IN CAR SEATS-**RAMBLER FOR 1962!**

bucket seats!

reclining seats!

headrests!

individual leg room!



See seats in the '62 Ramblers that go far beyond any you ever saw in a car before. With the new Lounge-Tilt Seat, the front-seat passenger can tilt the seat cushion to the most comfortable position. Your whole body floats in total comfort . . . as with costly, adjustable lounge chairs!

Discover the most livable, most flexible, most usable interiors ever in a car. Airliner Reclining Bucket Seats can make an instant nap couch. Seats that glide back and forth individually for leg room comfort. Adjustable headrests.

Discover new beauty inside that's easiest to keep beautiful. Cushioned acoustical ceiling of molded fiber glass. Wipe-clean upholstery of modern miracle fabrics. Deep-pile "$6,000-car" carpeting like you see below in the Ambassador "400."

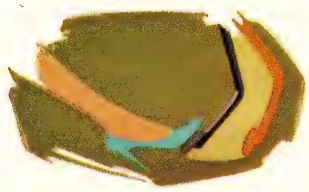
These are just a few examples of the 102 exciting advances you'll discover at Rambler dealers.

1962 Rambler – 102 ways better. Turn page to see more ····›

ANNOUNCING RAMBLER

BRILLIANT NEW STYLING

Exciting array of models for '62! Shown above: New Rambler Classic Six 4-Door Sedan—there are brand-new 2-Door models, too; new Rambler Ambassador 250 or 270 HP V-8 Station Wagon; new Rambler American Convertible—125 HP Overhead Valve Six.



NEW DOUBLE-SAFETY BRAKE SYSTEM

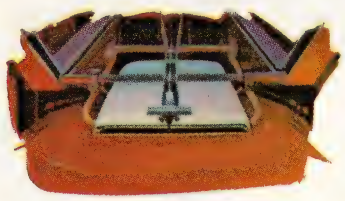
Tandem master cylinders: one for front brakes, one for rear. If one is damaged, the other still works. Self-adjusting. Standard.

33,000-MILE LUBRICATION

Most Rambler models require chassis lubrication only every 3 years or 33,000 miles, whichever occurs first. Many components are lubricated for life. Carburetor air cleaner element now needs replacing only after 25,000 miles. New freedom from service care.

NEW, WIDER TRACK WHEELS

Rambler Classic and Ambassador models have the widest track of any compact car.



BEST RUSTPROOFING

The only cars with Deep-Dip rustproofing up to the roof now armor-clad the below-door body panels with rustproof zinc.

27% MORE ROAD CLEARANCE

27% more road clearance in 1962 Rambler Classic and Ambassador V-8. 19% more in Rambler Americans. You can take steep city ramps or backwoods roads with far less chance of scraping or "bottoming."

NEW E-STICK NO-CLUTCH-PEDAL TRANSMISSION

Now, no-clutch driving at a fraction of the usual cost. Stick-shift economy. Rambler American.

4,000-MILE OIL CHANGE

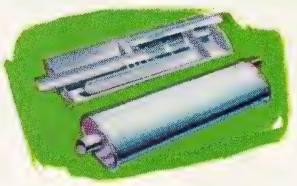
Now go twice as long between normal oil change—every 4,000 miles! Oil filters are standard on every 1962 Rambler. Voted "most trouble-free" by owners in independent surveys, year after year, Rambler is now even more service-free.

102 WAYS NEW AND BETTER - TAKE THE RAMBLER DISCOVERY

FOR 1962!

BATTERY GUARANTEE DOUBLED

No pro-rated charges as with ordinary battery guarantees where you pay part. If battery fails within two years, or 24,000 miles, it will be replaced without charge by a Rambler dealer.*

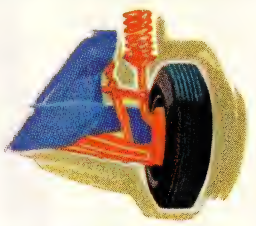


WE'LL PAY THE COST IF THE MUFFLER RUSTS OUT

If Ceramic-Armored muffler or tailpipe rusts out (collision damage excepted), a Rambler dealer will replace free for original buyer.

2-YEAR RADIATOR COOLANT

Radiators of all '62 Ramblers protected with Dowgard Full-Fill Coolant—won't freeze at 40°F below—won't boil in desert heat. Warranted for 24 months or 24,000 miles.*



NEW SUSPENSION

Road-Command Suspension gives smoother ride, better turns, easier steering. New springs, new control arms, new outer ball suspension. Most models.

NEW GAS-SAVING AUTOMATIC TRANSMISSION

New, improved Flash-O-Matic approaches economy of standard shift. Optional on Sixes.

MORE HEADROOM, LEG ROOM

Six-footers can stretch out in rear seats as well as front in '62 Classics and Ambassadors, with inches more foot room. More front headroom, too, thanks to deeper coil seat springs and new double-thick foam cushioning.

New style! New savings! New safety!

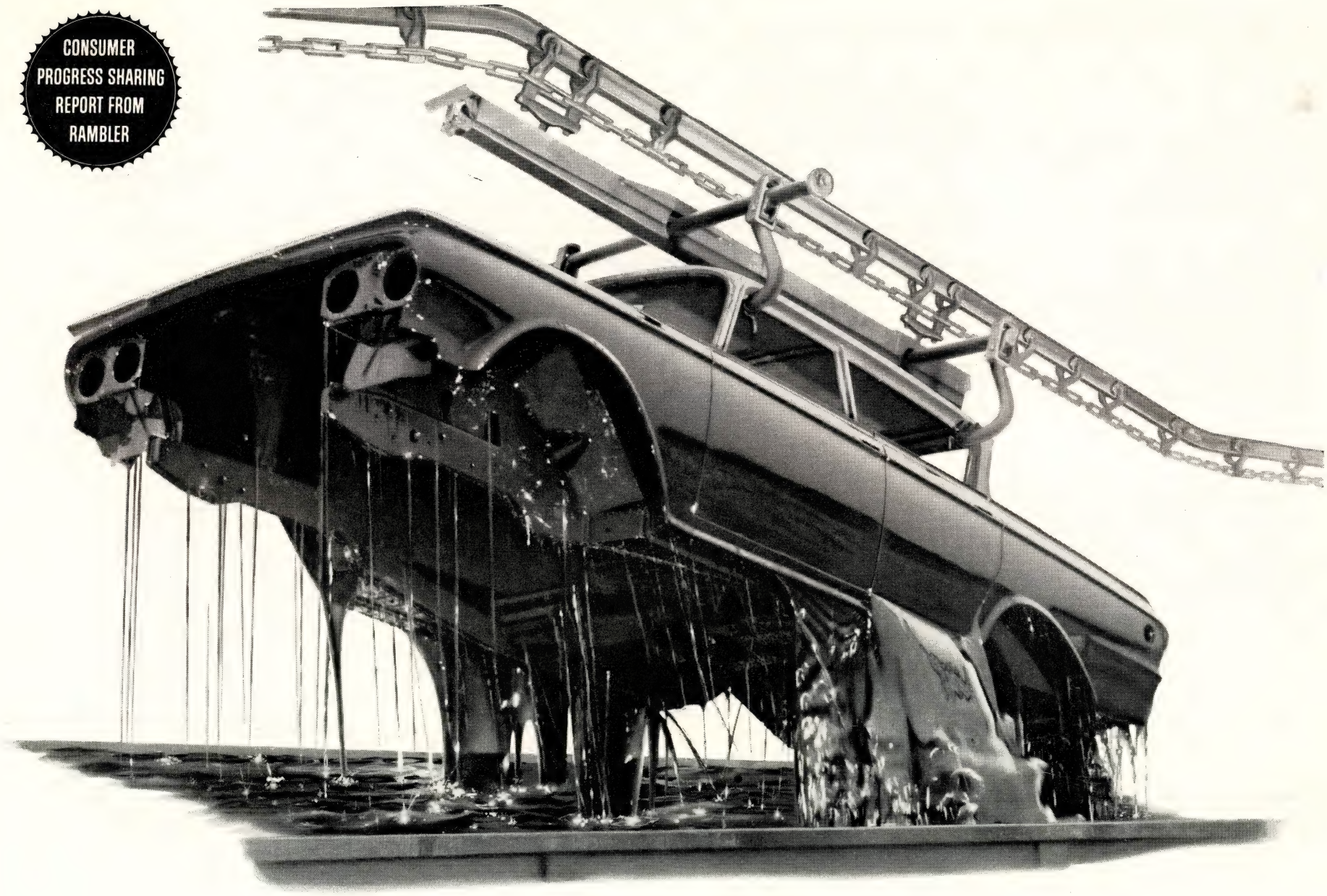
RAMBLER

WORLD STANDARD OF COMPACT CAR EXCELLENCE

DRIVE TODAY!

*NOTE: Warranties apply to new 1962 Ramblers purchased from an authorized Rambler dealer. If battery fails or coolant leaks during first 2 years or 24,000 miles, whichever occurs first, misuse, negligence or accident excepted, either will be replaced without charge by going to a Rambler dealer.

CONSUMER PROGRESS SHARING REPORT FROM RAMBLER



Rustproofing?

Rambler spills more than others use

The silent scourge of most automobile bodies is rust, and it starts, normally, where you can't see it—*inside* the body panels and girders.

Nobody has yet found a way to keep moisture from forming inside these areas. But to keep such moisture from causing rust and corrosion, Rambler goes to extra lengths that no other car manufacturer does.

The exclusive Deep-Dip

Every Rambler body goes through the exclusive Deep-Dip rustproofing process. Here, the body is immersed—*right up to the roof*—in a huge, 40-foot-long tank of rustproofing primer paint.

Hundreds of gallons of this rustproofing primer surge inside the girders and pillars, reaching corners, crevices and curved areas that no spray could ever reach.

When the Rambler body comes out, dripping the excess solution back into the tank, well over 15 pounds of rustproofing chemicals coat the steel. This is more rustproofing than any other American automobile gets, and more *spilled, literally,* than others use.

Yet, important as it is, Deep-Dip rustproofing is just part of Rambler's all-out fight against rust. The body alone goes through a 9-step procedure which reveals, just by a listing, how fighting rust is practically an obsession with Rambler.

9-step rustproofing

1) Side body panels below the doors are *zinc-clad* . . . 2) Zinc-rich primer is used on critical metal surfaces *before* welding . . . 3) The entire body is spray-rustproofed with phosphate paint-bonding chemical . . . 4) The body gets the Deep-Dip primer bath, right up to the roof . . . 5) The body then is spray-coated again, this time with a primer-surfacer that is *baked on* . . . 6) A corrosion-inhibiting wax compound is then sprayed *inside* girders, rocker panels, fenders, with yard-long spray guns . . . 7) Next, *two* coats of chip-resistant, salt-resistant super enamel are baked on . . . 8) On vital body areas, a combination sound-deadening and rustproofing material is sprayed on . . . 9) Finally, an abrasion-resistant sealer compound is sprayed on critical underbody areas to protect them against any stones and gravel kicked up by the wheels.

Is it any wonder that Rambler is the world's most rustproofed car?

High trade-in value is a natural result of this. But rustproofing alone, of course, does not account for Rambler's high resale value over the years. Rambler's reputation for trouble-free, repair-free operation—for record gasoline mileage—for styling continuity—for rattle-free Single-Unit Construction—for extra measures of safety, comfort, convenience—all of these put Rambler on the "most-wanted" list among used-car buyers as well as new-car buyers.

When you visit your Rambler dealer you will see why Rambler's 1962 sales have set new records. And you can sum up the reasons in one sentence: Rambler is an obviously better value in both product and price.

Rambler

World Standard of Compact Car Excellence

Makes Downhills Out of Uphills

The new slant on fun driving is a ready, robust and rollicking V-8 that would rather go uphill than down—and does both with superb ease.

In this 1962 Rambler Ambassador, we've upped the power-per-pound, the thrill, the go . . . proved its economy with more miles-per-gallon than any V-8 in the 1962 Pure Oil Performance and Economy Trials, with the 270 HP optional engine and overdrive (250 HP is standard). We've taken this action-packed car, done it over in deep-pile style, kept the big 6-man room, added scores of basic, important engineering improvements other cars don't offer.

A completely new front-end suspension—Road Command Suspension . . . gives you precise new handling, new sureness of control, a new-road ride.

New Double-Safety Brake System gives priceless protection with separate systems for front and rear brakes.

They're self-adjusting, too. Both standard at no extra cost. New 33,000-mile, or 3-year chassis lubrication, 4,000-mile engine oil change—and a whole host of other betterments, including the solid Rambler virtues of rock-solid, rattle-free Single-Unit construction, Deep-Dip rustproofing and Ceramic-Armored muffler and tailpipe that won't rust out (if either does, it will be replaced free by a Rambler dealer for the original owner, collision damage excepted).

The total of all this is a hill-hungry hustler looking for action...powered for action . . . and priced for action.

Go see your Rambler dealer and try out an Ambassador. *It's a sizzler.*

RAMBLER
Ambassador V-8

Rambler American "440" Convertible. Power top is standard.

GO FOR FUN—SAVE A BUNDLE

(it's the Economy King with brand-new zing!)

TOP QUALITY AT AMERICA'S LOWEST PRICE! **$1846**

Manufacturer's suggested retail price for the 1963 Rambler American "220" Two-Door Sedan. Optional equipment, transportation, state and local taxes, if any, extra.

This is the Rambler American "440" Convertible • This is the rakish, new beauty that gives a lift and a lilt to your spirits • This is the sporty stepper that you can own for fewer dollars than any other power-top convertible built in these United States • This is the eager-to-move fun car with a sweet-purring 125-horsepower Six, or you can have the extra zest of the 138-horsepower option • This is the sunshine version of the Rambler Americans that have won in every economy run entered with highest miles per gallon—an unmatched victory record • This is the smart one you can have with optional individually adjustable Reclining Bucket Seats, handsome and handy console, headrests, exclusive Twin-Stick Floor Shift with Instant Overtake for exuberant sports-car action • This is the compact that's quality-built from its very core—and one reason why Rambler won MOTOR TREND MAGAZINE'S coveted 1963 "Car of the Year" Award • Go for fun and save a bundle—see your Rambler dealer now • *American Motors—Dedicated to Excellence*

RAMBLER '63 *WINNER OF MOTOR TREND AWARD* **CAR OF THE YEAR**

WE'LL BUILD OUR HOUSE HIGH UP ON THAT HILL . . .

Let's follow our star . . .
And there, where it points to the top of the hill, where the tall pines are . . . that's where our new house will be.

Why, I can just see moonlight drift down through our trees, touching our windows as if to inquire, "Anybody in? Anybody home? *Who* lives here?" And if you took my hand right now and said, "Come on!", I believe we could walk right out of here and up a stepping-stone path to our front door, to our new home . . . to a house meant to laugh in and play in and live in, just as we've dreamed it would be.

And when morning comes, you'd lean over to me and touch me gently and say, "Wake up, you sleepy-head. Can't you tell that marvelous smell means the coffee's on and the biscuits are brown and it's time to get up and go down?"

And down we'd go, down the winding stair, past the grandfather's clock and the old rocking chair, and all of a sudden we'd be . . . in our kitchen . . .

That will be an enchanted place!

The first thing we'll see is something that works like magic—our new electric range! And on it will be a full and fragrant pot of steaming coffee and, inside, biscuits piping hot . . . ready and waiting because we flicked a switch last night before we went to bed . . . and our big, white refrigerator with its gleaming glass shelves chock-full of good things to eat . . .

And over there will be something *you've* never seen in all your life . . . a chest, all white and shiny—our new home freezer—and out of it will pop the strangest, most wonderful things . . . like strawberries and asparagus and peaches in the middle of winter!

And I'll find at the end of the day, I'll still not be tired . . .

We'll have time to explore in a world of our own . . . and plan for our future . . .

After the war!

• • •

This is no dream.

We believe your hope for a new and finer home can and will come true.

Here at Kelvinator, when Victory is won, all the new strength, the new abilities and skills born of war, will be turned to production for peace.

That means that Kelvinator will build more and finer electrical appliances than we have ever built before. It means refrigerators, electric ranges, home freezers, and electric water heaters to make the kitchens of America the truly enchanted places they can be . . . it means appliances that will be a more useful, more intimate part of the home you want—when peace comes.

This will be our part in the building of a greater, a happier nation. For we believe all of us owe to those who have fought to preserve it, a strong, vital and growing America—where every man and every woman will have the freedom and the opportunity to make their dreams come true.

This booklet with pictures and floor plans for "Hilltop" house, and five other modern low-cost homes, together with details of their exciting new postwar kitchens designed for easy living, are offered, free of charge, to service men and their families. Just drop a post-card to Department D, Kelvinator, Detroit 32, Michigan. For non-service families there is a nominal charge of 10¢.

KELVINATOR CORNER

HEART of your postwar kitchen is the Kelvinator Corner with the new Kelvinator Refrigerator . . . the new Kelvinator Electric Range . . . the new Kelvinator Electric Water Heater . . . and the new Kelvinator Home Freezer that keeps foods at flavor peak indefinitely! Though now aircraft engines and propellers roll down Kelvinator assembly lines, the day will come and soon when your Kelvinator dealer will be demonstrating these magical new kitchen appliances for you!

KELVINATOR
of NASH-KELVINATOR CORP.

For Your Home—Refrigerators, Home Freezers, Electric Ranges and Electric Water Heaters.

EVERYBODY'LL KNOW IT'S OUR HOUSE!

"From the minute they break the ground . . .

"And the masons put the foundation down . . .

"And the carpenters set the ridgepole in place and nail an evergreen bough to the highest point . . .

"Everybody'll know it's *our* house!

"They'll know . . . by the welcome on the front door mat . . . by the table that's always set . . . by the fire that never goes out . . .

"They'll know the instant they step in the door . . . by the cat asleep on the old hooked rug . . . by the wonderful smell, drifting through the hall, of applesauce and gingerbread, and roast beef browning in the pan . . . by the kitchen I'll never stop boasting about with its magic electric range that cooks by itself when we're away or asleep.

"And the fabulous refrigerator that keeps food fresh behind gleaming glass with special zones of the right kind of cold for steaks and milk and puddings and greens.

"And of course hot water in endless streams . . . and another kind of a magic chest—a new home freezer that we can fill all summer with fruits and tender young vegetables and fish and luxurious things so all winter long we can feast like kings.

"They'll know, because you'll be home forever and we'll be settled down in the house we dreamed and planned together through all the terrible lonely months, across the separating seas.

"They'll know by the way we laugh so much and forget to turn out the front door light, and the neighbors' friendly gossip about how happy young folks can be . . .

"You'll see!

"Everybody'll know it's our house!"

• • •

Hold on to those bright dreams.

We believe your hope for a new and finer home can and will come true.

Here at Kelvinator, when Victory is won, all the new strength, the new abilities and skills born of war, will be turned to production for peace.

That means that Kelvinator will build more and finer refrigerators, electric ranges, home freezers, and electric water heaters to make the kitchens of America the truly enchanted places they can be.

It means that the new developments, the scientific advances made in war will be incorporated into these appliances as rapidly as possible to make them the more useful, the more efficient part of the home you want—when peace comes.

This will be our part in the building of a greater, a happier nation. For we believe all of us owe to those who have fought to preserve it, a strong, vital and growing America—where every man and every woman will have the freedom and the opportunity to make their dreams come true.

This booklet with pictures and floor plans for six modern low-cost homes, together with details of their exciting new post-war kitchens designed for easy living, is offered to home planners without cost. See your Kelvinator retailer or drop a postcard to Dept. 6-D, Kelvinator, Detroit 32, Michigan.

HEART of your postwar kitchen . . . the Kelvinator electrical appliances: the new Kelvinator Refrigerator . . . the new Kelvinator Electric Range . . . the new Kelvinator Electric Water Heater . . . and the new Kelvinator Home Freezer that keeps foods at flavor peak indefinitely!

A NEW RADIO HIT SHOW!
TUNE IN "THE ANDREWS SISTERS" AND GUEST STARS
SUNDAYS 4:30 P. M. E.W.T. BLUE NETWORK

KELVINATOR

of NASH-KELVINATOR CORPORATION

Refrigerators, Home Freezers, Electric Ranges, Electric Water Heaters, Beverage Coolers, Ice Cream Cabinets, Frozen Food Merchandisers, Commercial Refrigerating Units.

NASH-KELVINATOR CORPORATION

SUNDAY...SOME DAY

If I just close my eyes . . .
I'll see it now . . . the house we'll build together . . . the house we'll have breakfast in . . . Sunday—some day.

If I just close my eyes . . .
The wonderful smell of coffee will wake me up. And I'll yawn and stretch out and the next thing I know you'll be at my elbow with a steaming cup.

If I just close my eyes . . .
In a minute or two I'll pull back a curtain with blue and white stripes and step into the tub and turn on the spray and oceans of hot water will let me know I'm in the house we'll build—some day.

If I just close my eyes . . .
I'll find myself in a magic place . . .

A kitchen of white and gleaming tile with red-bordered cupboards. And the first thing I'll see will be a gleaming refrigerator with shining glass shelves and magic compartments to keep *all* the good things we'll order to eat . . . and there by the door will be something shining white—our new home freezer—a treasure chest of steaks and chops, pheasant and trout, and all the green things our garden will grow. And over there a brand new electric range . . . a wondrous thing! We'll just flick a switch and *go* for the day, and when we come home . . . dinner will be ready and waiting! Or we'll go to bed and the aroma of breakfast coffee will tell us it's time to wake up . . .

If I just close my eyes . . .
I can see bacon and eggs and jelly and jam. And you'll pass me the toast all buttered and brown, and I'll say, "Thank you, sir, don't care if I do."

And I'll sit on your knee and we'll talk together of the house we've built and the future we'll have and the family we'll raise . . . and we'll know there'll be nothing we can't do together, ever . . . some day!

• • •

This is no dream.

We believe your hope for a new and finer home can and will come true.

Here at Kelvinator, when Victory is won, all the new strength, the new abilities and skills born of war, will be turned to production for peace.

That means Kelvinator will build even more and finer refrigerators, electric ranges, home freezers, and electric water heaters to make the kitchens of America the truly enchanted places they can be.

This will be our part in the building of a greater, a happier nation. For we believe all of us owe to those who have fought and worked to preserve it, a strong, a vital, a growing America.

This booklet with pictures and floor plans for "Some Day" house, and five other modern low-cost homes, together with details of their exciting new postwar kitchens designed for easy living, is offered to home planners without cost. See your Kelvinator retailer or drop a post card to Dept. A, Kelvinator, Detroit 32, Mich.

HEART of your postwar kitchen is the Kelvinator Corner with the new Kelvinator Refrigerator . . . the new Kelvinator Electric Range . . . the new Kelvinator Electric Water Heater . . . and the new Kelvinator Home Freezer that keeps foods at flavor peak indefinitely! Though now aircraft engines and propellers roll down Kelvinator assembly lines, the day will come and soon when your Kelvinator dealer will be demonstrating these magical new kitchen appliances for you!

KELVINATOR
of NASH-KELVINATOR CORPORATION

Refrigerators, Home Freezers, Electric Ranges, Electric Water Heaters, Beverage Coolers, Ice Cream Cabinets, Frozen Food Merchandisers, Commercial Refrigerating Units

NASH-KELVINATOR CORPORATION

There's magic in the Weather Eye!

This is you driving a Nash—in *zero weather!*

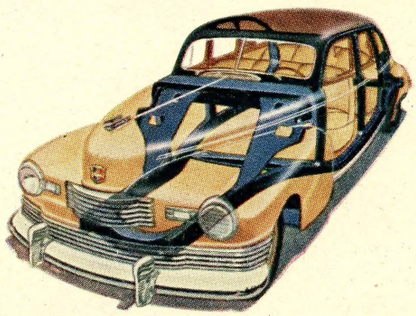
No coats, no gloves. Yet you are as cozy as though you were sitting at home.

Windows are closed to the top. Yet the air you enjoy is sparkling fresh and clean—changed every second without a whisper of a draft. The smoke of your cigar mysteriously disappears. No stuffy air, no foggy windshield, no danger of monoxide fumes! And no matter how cold it gets, the temperature inside a Nash remains the same—*automatically.*

In blizzards, in rain-storms, in dust-storms, in *all* weather—the Nash Weather-Eye Conditioned Air System guards your comfort and health. It was invented by Nash, perfected by Nash—and you won't find it in any other car at any price.

And it is only one of the amazing, incredible engineering features that you find in a Nash "600." More than 25 miles on a gallon of gas, at average highway speed! Larger interiors . . . single unit body and frame, welded rattle-proof construction . . . the cradled ride of coil springs on all four wheels!

In any type of driving, in any kind of weather, you'll see the difference in a Nash. There's a new kind of automobile dealer in America today. There's where you'll find the great new Nash "600" and Nash Ambassador.



Product of Nash research and engineering, new Unitized body-frame construction sets the pattern for tomorrow. Built a new way, with frame and body *welded* into a single steel-girdered unit, it is lighter and immeasurably stronger. 8000 spot welds eliminate noise-making joints.

YOU'LL BE AHEAD WITH **Nash** GREAT CARS SINCE 1902

Nash Motors Division, Nash-Kelvinator Corporation, Detroit